



20-0529

TITLE: Consider/Discuss Promotional and Community Event Grant Application Submitted by SBG Hospitality (PC #20-18) in the Amount of \$15,000 for the Advertising, Marketing and Promotion of the 2020 McKinney Wine and 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: June 25, 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 Wine and Music Festival.
- Scheduled date for the 2020 Festival is October 17-18 from 12 noon to 7:00 p.m. at Towne Lake Park.
- Ticket cost starts at \$20.
- Love Life Foundation will receive \$1 per wine pass sold; Warriors Keep will receive \$3 per VIP pass sold along with 100% of grape stomping proceeds.
- Goal is to donate a total of \$8,000 to the two charities.
- Attendance at this event in 2019 was 6,000 and tickets sold out within two hours; with two days in 2020 increased attendance is anticipated.

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.
- SBG was awarded a grant, in the amount of \$8,500 in FY 20 Cycle I for promotion and advertising of the St. Patrick's Day 5K and Festival.

SUPPORTING MATERIALS:

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