

# LONE STAR WINERY

ROOTED IN MCKINNEY SINCE 2004. COMMITTED TO COMMUNITY



BUILDING COMMUNITY. DRIVING TOURISM. SUPPORTING LOCAL BUSINESSES.



BRINGING PEOPLE  
TOGETHER



SUPPORTING DOWNTOWN  
BUSINESSES



DRIVING ECONOMIC  
GROWTH



CREATING EXPERIENCES THAT  
MAKE MCKINNEY SHINE

# 12 WINES OF CHRISTMAS WINE WALK

A PROVEN DOWNTOWN MCKINNEY TRADITION



15+

YEARS RUNNING



20+

PARTICIPATING  
MERCHANTS



40+

VOLUNTEERS



1,000+

ANNUAL  
ATTENDANCE



DECEMBER

ANNUAL  
EVENT DATE

HISTORIC DOWNTOWN MCKINNEY ★ LOCAL MERCHANTS ★ COMMUNITY

# SHOWCASING MCKINNEY THROUGH EXPERIENCE

BRINGING VISITORS DOWNTOWN. SUPPORTING LOCAL. GROWING OUR COMMUNITY.



The 12 Wines of Christmas Wine Walk invites guests to explore Historic Downtown McKinney through a festive, interactive experience that highlights the best of our city.



## DRIVES TOURISM

Attracts visitors from across North Texas who come to experience McKinney during the holiday season.



## SUPPORTS LOCAL BUSINESSES

Directs foot traffic to local merchants, restaurants, and boutiques—creating new and expanded business opportunities.



## SHOWCASES OUR CITY

Highlights the charm, hospitality, and uniqueness of Historic Downtown McKinney.



## ENHANCES QUALITY OF LIFE

Creates memorable experiences for residents and visitors while strengthening community pride.



## GENERATES ECONOMIC IMPACT

Encourages spending at local businesses and inspires repeat visits long after the event ends.



A UNIQUE EXPERIENCE THAT TURNS VISITS INTO RELATIONSHIPS.

Many guests discover new businesses, return with family and friends, and continue to support McKinney long after the event.

  
**MCKINNEY**  
— TEXAS —  
UNIQUE BY NATURE

MORE VISITORS ★ STRONGER BUSINESSES ★ VIBRANT DOWNTOWN ★ A BETTER MCKINNEY

# —★ MARKETING & PROMOTIONAL PLAN ★—

— DRIVING VISITORS. BUILDING AWARENESS. GROWING MCKINNEY. —

We use a multi-channel approach to reach local residents and visitors across North Texas and inspire them to experience Historic Downtown McKinney.



## DIGITAL & SOCIAL MEDIA

- ★ Targeted Facebook & Instagram ads
- ★ Event page & email marketing
- ★ Engaging content, reels & influencer campaigns



## LOCAL PARTNERS & OUTREACH

- ★ Cross-promotion with Downtown McKinney businesses
- ★ Partnership with McKinney Main Street
- ★ Convention & Visitors Bureau & Partner Web Listings



## INFLUENCERS & MEDIA

- ★ Collaboration with local influencers
- ★ Use CultureMap and 101Media to drive Dallas-area tourism



## PRINT & PUBLICITY

- ★ Flyers and a mailers sent throughout McKinney
- ★ Event listings & community calendars
- ★ On-site signage & directional branding

15+  
YEARS  
OF SUCCESS

A proven event with strong brand recognition and loyal attendance.



**OUR GOAL:** Attract more visitors, increase awareness of McKinney, and drive foot traffic to our historic downtown businesses.



— More Visitors ★ Stronger Businesses ★ Vibrant Downtown ★ A Better McKinney —

# ★ EVENT & MARKETING BUDGET ★

STRATEGIC INVESTMENT. MAXIMUM IMPACT.

A detailed and responsible budget ensures a high-quality event experience and an effective marketing campaign that drives results.



## EVENT BUDGET

CATEGORY	ESTIMATED COST
 Wine	\$12,000
 Entertainment (Live music performers)	\$200
 Staffing & Volunteers	\$6,000
 Event Operations (Glasses, lanyards, misc.)	\$4,250
<b>TOTAL EVENT BUDGET</b>	<b>\$22,450</b>



## MARKETING BUDGET

CATEGORY	ESTIMATED COST
 Digital Advertising (Meta, Instagram, Eventbrite, & CultureMap)	\$11,000
 Influencer Partnerships (Local & Dallas-area influencers)	\$3,000
 Print Materials (Flyers, Cloroplast A-Frame Signage, & Mailers)	\$3,000
 Photography & Video Content (Event promotion & recap)	\$1,000
<b>TOTAL MARKETING BUDGET</b>	<b>\$18,000</b>



## TOTAL INVESTMENT

★  
**\$40,450**

A well-planned investment that delivers a memorable event experience and strong return for Downtown McKinney.

★  
*Stronger Downtown.  
Greater Impact.*

THANK YOU FOR SUPPORTING  
HISTORIC DOWNTOWN MCKINNEY!



**OUR GOAL:** Attract more visitors, increase awareness of McKinney, and drive foot traffic to our historic downtown businesses.



More Visitors



Stronger Businesses



Vibrant Downtown



A Better McKinney

# ECONOMIC & COMMUNITY IMPACT

DRIVING TOURISM. SUPPORTING LOCAL. STRENGTHENING MCKINNEY.

Lone Star Winery's event is designed to deliver measurable benefits to Historic Downtown McKinney and the surrounding community.



## DRIVE VISITORS

- ★ Attract regional visitors to Historic Downtown McKinney
- ★ Increase weekday and shoulder-season activity
- ★ Encourage repeat visits



## SUPPORT LOCAL BUSINESSES

- ★ Drive foot traffic to shops, restaurants, and services
- ★ Increase sales tax revenue for the City of McKinney
- ★ Highlight and promote local businesses and partners



## ENHANCE COMMUNITY EXPERIENCE

- ★ Create a memorable, high-quality event for residents and visitors
- ★ Foster community pride and civic engagement
- ★ Celebrate McKinney's unique charm and hospitality



## GENERATE ECONOMIC IMPACT

- ★ Supports local jobs and part-time employment
- ★ Long-term return that extends well beyond event day



**MORE VISITORS**  
More foot traffic, more exposure, more opportunity for McKinney businesses.



**STRONGER BUSINESSES**  
More customers and revenue for our small businesses and entrepreneurs.



**VIBRANT COMMUNITY**  
A welcoming, walkable downtown where people want to live, work, and visit.



**STRONG RETURN ON INVESTMENT**  
Tourism dollars that benefit McKinney far beyond our event.

“Events like ours showcase McKinney as a top destination and create economic ripple effects that benefit our entire community.”



**OUR GOAL:** Attract more visitors, increase awareness of McKinney, and drive foot traffic to our historic downtown businesses.



More Visitors ★ Stronger Businesses ★ Vibrant Downtown ★ A Better McKinney

*Stronger Downtown. Greater Impact.*



# ★ MEASURING SUCCESS ★

*Tracking Results. Improving Every Year.*

We evaluate the success of the 12 Wines of Christmas Wine Walk using both quantitative data and guest feedback to ensure continued community impact.



## ATTENDANCE & TOURISM

- ★ Ticket sales and total attendance
- ★ Geographic reach of visitors
- ★ Percentage of guests traveling from outside McKinney
- ★ Repeat attendance trends



## MARKETING PERFORMANCE

- ★ Social media reach and engagement
- ★ Event shares and digital impressions
- ★ Website traffic and campaign performance



## COMMUNITY ENGAGEMENT

- ★ Volunteer participation and hours contributed
- ★ Guest surveys and satisfaction feedback
- ★ Online reviews and direct guest comments



## SUPPORTING LOCAL BUSINESSES

- ★ Merchant participation
- ★ Merchant feedback after the event
- ★ Reported increases in customer traffic, sales and visibility



## WHAT MATTERS MOST

Participating downtown businesses consistently report increased customer traffic, greater visibility, and some of their strongest sales days of the year during Wine Walk weekends.





★

# Thank you for your consideration and for your continued investment in Historic Downtown McKinney.

★

Lone Star Winery  
12 Wines of Christmas Wine Walk  
Celebrating 15+ Years of Community Impact

★

