



MCDC
McKINNEY COMMUNITY
DEVELOPMENT CORPORATION



Final Report



A GRANT WELL SPENT IN MCKINNEY, TX!

Thank you for supporting the McKinney Wine & Music Festival with the advertising grant! The grant was put to excellent use and proved to be very effective in helping us promote the event!

The 6th annual festival took place at Towne Lake Park! This year we went back to one day instead of two days. We had an estimated 5,000 attendance and sold 2,000 tickets. Participants included local McKinney residents and visitors!

The event featured 30 wineries, 4 bands and 100 local shops and vendors! While the music is nice the wine is definitely the star of the show.

The event was able to give \$4,000 to local non-profits! The grape stomping competitions also raised additional funds for The WK nonprofit and was a fun and popular activity throughout the day!

It was a great day in McKinney for local businesses, residents and visitors!

Click [HERE](#) for the full photo album!





CLICK HERE TO WATCH THE EVENT VIDEO!



ADVERTISING & MARKETING

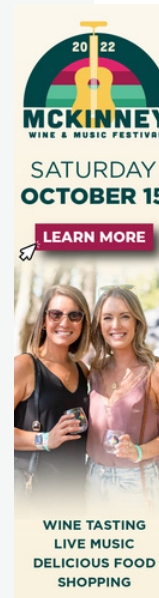
We followed our advertising plan shared with MCDC in our presentation!
Including a social media campaign and digital ads!

Please see the receipts and the receipt summary attached to this report! The costs associated with hosting an event have increased drastically. The advertising grant truly made the event possible in 2022 and we are VERY grateful and hope to continue to grow the event to be a huge success in McKinney!



Get your tickets now for the McKinney Wine & Music Festival!
THIS Saturday, October 15th!
Learn more: slkt.io/WczP/
[693004471](https://www.mckinneywinefestival.com)

♥, SBG Hospitality





THANK YOU FOR SUPPORTING THE EVENT!

We were able to achieve our event goals **thanks to the support from MCDC!**

The grant supported our efforts to bring fun and business to McKinney, TX! We are proud of the event and its success! We had over 100 local event partners who got to showcase their business at the event including local restaurants, boutiques, wineries and more! We hired many local businesses and services like local musicians, labor team, catering companies, promotional products, and so many more.

We love the McKinney community and we love playing a small role in making it a FUN place to live, work and visit! Thank you for helping us achieve our mission of providing fun in the community while giving back.

Our receipts for \$9,850 are attached!

Thank you!
SBG Hospitality