



ABOUT SBG HOSPITALITY

SBG Hospitality is an event production company based in McKinney, TX. Our events are created in partnership with local sponsors and vendors.

Each of our events promote tourism, showcases local small businesses, gives back to a local non-profit, and provides FUN experiences for the community! In 2022 SBG donated nearly \$30k to local nonprofits.

We are a team of 6 and we organize 15-20 events per year mostly in Collin County.

Our McKinney Community events include:

McKinney Wine and Music Festival

McKinney Monster Dash 5k

McKinney St. Patrick's Day Shamrock Run 5K

McKinney Run for the Rose 5k

McKinney Sip and Stroll Series in Downtown McKinney



EVENT DESCRIPTION



The 7th Annual ***McKinney Wine & Music Festival*** will take place on Saturday, October 14th from 12pm-5pm at Towne Lake Park!

We had another successful year in 2022 bringing out nearly 5,000 attendees to Towne Lake Park and increasing our paid attendance by over 10%. Nearly 70% of those attendees came from outside McKinney. In 2023 we hope to increase attendance to over 6,000



The festivities include local musicians, wine tastings, a VIP tent experience, grape stomping, culinary demonstrations and lots of great shopping. The event partners with over 100 local small business owners giving them an opportunity to showcase their business!



Every year the McKinney Wine & Music Festival gives back to local non-profits and in 2022 we were able to give back over \$4,500 to The Warriors Keep, Love Life Foundation and the Frisco Women's League.

OBJECTIVES AND GOALS



Our continued long term objective with the McKinney Wine & Music Festival is to promote tourism and attract visitors to McKinney. Putting an emphasis on local McKinney business, wineries, musicians and shopping. We'd like to grow the festival and its attendance year over year!



Inflation, and the effects of the pandemic, are still an issue for the events industry and the grant would play a HUGE role on our marketing & advertising efforts to bring visitors to McKinney.

This event has a fantastic presence and reputation of being a fun festival in McKinney, TX! It highlights McKinney as a unique and fun destination. The festival offers local McKinney businesses opportunities to sell their products and promote their business!



The event continues to put an emphasis on cultural arts in McKinney and continues to expand the music portion of the event, highlighting McKinney as a Music Friendly Community.

HOW THE GRANT WOULD BE SPENT:

Flyer Printing: \$100

Digital ads: \$2,500

Social Media Influencers: \$2,000

Social Media Ads: \$2,300

PR Agency: \$250

Digital advertising has become very effective, especially because we are able to send emails to a specific location to 50k+ subscribers and that helps us bring out of town guests to McKinney.

Social media remains the most important form of advertising the events and the money spent on PR is also very helpful because it secures a variety of television spots and articles with DFW publications.

Social Media Influencers help not only promote the event but also the community and local McKinney participating businesses that have partnered with the event.





ADDITIONAL INFORMATION

The event receives over 10 million impressions that bringing tourism and hotel stays to McKinney! We have learned best practices to get the word out and promote the event effectively with the awarded grant funds.

The cost of tickets will vary with wine passes starting at \$30.



Our event expenses are expected to be \$100k-\$110k and we are requesting \$7,000 to help us afford the advertising necessary to continue to grow the event. Our gross revenue is planned to be at \$170k this year.

We anticipate seeing our expenses continue to increase and fluctuate in 2023. Making the grant more needed than ever!

Thank you for your consideration! The support from Visit McKinney would be very impactful on the success of the event and bringing out of town visitors to the festival!



We plan on making the McKinney community proud with a fantastic
McKinney Wine & Music Festival!



2023 Mckinney Wine & Music Festival			
Business Name	Item / Service / Rental	Amount Paid	Estimate
		2022	2023
RENTALS [1]			
Shag Prop Rentals	Event Decor & Activations	\$9,475.00	\$15,000.00
Big D	Tents, chairs, tables, etc	\$8,624.82	\$9,500.00
DLB	Barricades	\$1,328.00	\$1,500.00
Rental One	Generators	\$4,744.00	\$4,800.00
Lite Letters		\$569.00	\$650.00
Balloons		\$1,100.00	\$1,100.00
Game On	See Saw	\$562.92	\$570.00
Utility Vehicles		\$1,688.70	\$2,000.00
Uhaul Truck		\$541.14	\$550.00
Restrooms		\$2,777.00	\$3,000.00
HIRED SERVICES [2]			
Brookstone	Sound Management	\$2,400.00	\$2,400.00
Videographer		\$1,000.00	\$1,000.00
Photographer		\$300.00	\$350.00
Overnight Security		\$900.00	\$1,000.00
Parking Coordinators		\$725.00	\$750.00
Police		\$2,280.00	\$2,500.00
Entertainment		\$8,480.00	\$9,000.00
Emcee's		\$650.00	\$700.00
Street Sweeper		\$465.48	\$475.00
Decorative Lighting		\$812.00	\$850.00
LABOR [3]			
Event Labor	Event Labor	\$6,795.33	\$8,500.00
Bartenders	Bartenders	\$4,128.00	\$5,500.00
Decor/Merchandise/Supplies/Equipment/Signage [4]			
Ice		\$1,266.00	\$1,300.00
Fencing		\$1,203.00	\$1,300.00
Grapes	Grape Stomping	\$404.00	\$400.00
Signage		\$2,992.99	\$3,000.00
T-Shirts		\$502.15	\$550.00
Misc. Fees & Expenses [5]			
Wineries		\$16,581.00	\$17,000.00
Charitable Donations		\$4,500.00	\$4,500.00
Misc. Fees & Expenses		\$914.95	\$915.00
Permit Fees		\$240.00	\$240.00
Restaurants		\$9,000.00	\$0.00

2023 Mckinney Wine & Music Festival			
Business Name	Item / Service / Rental	Amount Paid	Estimate
		2022	2023
TOTAL		\$97,950.48	\$100,900.00