



McKINNEY  
**SIP + STROLL**  
*Series*

2023

*Final Report*

**MCDC**

McKINNEY COMMUNITY  
DEVELOPMENT CORPORATION

# A GRANT WELL SPENT IN MCKINNEY, TX!



Thank you for supporting the 2023 Sip & Strolls Series with the \$15,000 advertising grant! The grant was put to excellent use and proved to be very effective in helping us promote the events!

The 2023 McKinney Sip and Stroll series hosted **5,300** participants in Downtown McKinney! The events drove traffic to McKinney and participants spent their dollars with our local downtown merchants!



The merchants were happy and very excited to see the big increase in foot traffic and sales! They can't wait for the upcoming walks next year!

The series was able to give back to the local nonprofits with a total donation of **\$10,190!** More than \$1,000 increase from 2022!

Participants had great things to say about the walks and many attended each stroll this year! Participants went to over 20 businesses in downtown McKinney for a cold beverage, took their photos in the free photo-booth, and dined Downtown!



**It was a HUGE success!**

# ADVERTISING & MARKETING

We followed our advertising plan shared with MCDC in our presentation including:

Digital advertising to target those who visit our web pages

Mass Emails

Digital: Mass Text Messages

Community Impact Newsletter

Local ads: Radio (97.5)

PR assistance

Upwork for marketing material creation

Social Media Posts - Instagram and Facebook

DFW Social Media Influencers





# ST. PATS BEER WALK : MARCH 2023

The McKinney St. Pat's Beer Walk hosted 1,260 participants in Downtown McKinney!

[CLICK HERE](#)

[SOCIAL MEDIA ADS](#)

FOR THE FULL BEER  
WALK PHOTO ALBUM!

202,145 IMPRESSIONS  
3,743 CLICKS

COMMUNITY IMPACT DIGITAL AD



DOWNTOWN MCKINNEY ST. PATRICK'S DAY BEER WALK

MCKINNEY ST. PATRICK'S DAY BEER WALK

MARCH 11, 11AM-6PM

CELEBRATE ST. PATRICK'S DAY IN MCKINNEY!

PRESENTED BY  
RUSSELL REALTY GROUP  
KELLER WILLIAMS MCKINNEY

MCDC  
MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

GET TICKETS



# CRAFT BEER WALK: JUNE 2023

The Craft Beer Walk happened on Father's Day Weekend! This event hosted over 900 attendees in Downtown McKinney!

[CLICK HERE](#)

**TO VIEW MORE PHOTOS OF THE MCKINNEY CRAFT BEER WALK!**

[SOCIAL MEDIA ADS](#)

**213,277 IMPRESSIONS  
5,152 CLICKS**

EVENT FLYER



97.5 DIGITAL AD





# MARGARITA STROLL: JULY 2023

MARGARITA MAMBO! The McKinney Margarita Stroll had 2,000 attendees ready to enjoy delicious margarita tastings!

[CLICK HERE](#)

TO VIEW MORE PHOTOS OF THE  
MCKINNEY  
MARGARITA STROLL!

[SOCIAL MEDIA ADS](#)

319,064 IMPRESSIONS  
4,719 LINK CLICKS



97.5 DIGITAL AD



EVENT FLYER





# SIPS OF SUMMER: AUGUST 2023

The Sips of Summer Stroll had over 662 attendees ready to enjoy tasty summer beverages!

[CLICK HERE](#)

**TO VIEW MORE PHOTOS OF THE MCKINNEY MARGARITA STROLL!**

[SOCIAL MEDIA ADS](#)

**258,484 IMPRESSIONS  
2,740 LINK CLICKS**

**EVENT FLYER**



**COMMUNITY IMPACT DIGITAL AD**



# SPOOKTACULAR BREWS AND BOOS WALK: OCTOBER 2023

The Spooktacular Brews and Boos Walk was a fun Halloween weekend Celebration! There were 600 attendees excited to enjoy a variety of beer, wine, and spirits! (The rain had an impact on our typical attendance but it was still a great day for attendees and the merchants!)

[CLICK HERE](#)

[SOCIAL MEDIA ADS:](#)

**TO VIEW MORE PHOTOS OF THE  
SPOOKTACULAR BREWS AND  
BOOS WALK!**

**361,875 IMPRESSIONS  
5,440 LINK CLICKS**

**EVENT FLYER**



**COMMUNITY IMPACT DIGITAL AD**







# THANK YOU FOR SUPPORTING THE EVENTS!

**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 McKinney Sip and Stroll Series and its success! We're also thankful that we were able to support so many local businesses and local non profits that were positively impacted by the event series!

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 **\$15,000** are attached!

*Thank you!*  
SBG Hospitality