



2023 Jinal Report





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

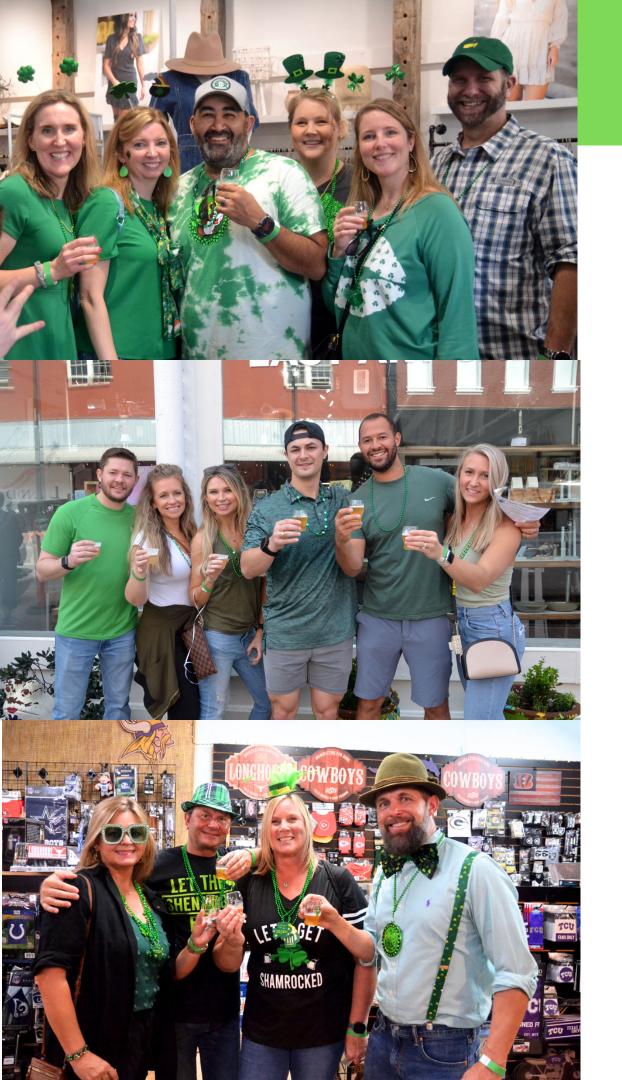
Community Impact Newsletter

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!

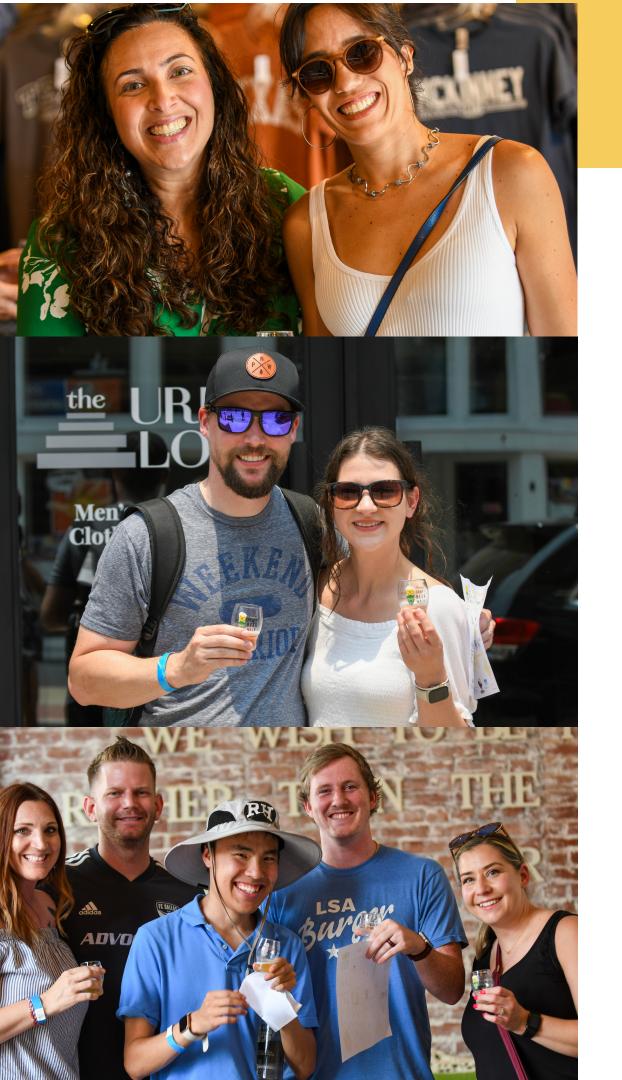
CLICK HERE
FOR THE FULL BEER
WALK PHOTO ALBUM!

SOCIAL MEDIA ADS

202,145 IMPRESSIONS

3,743 CLICKS





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







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!

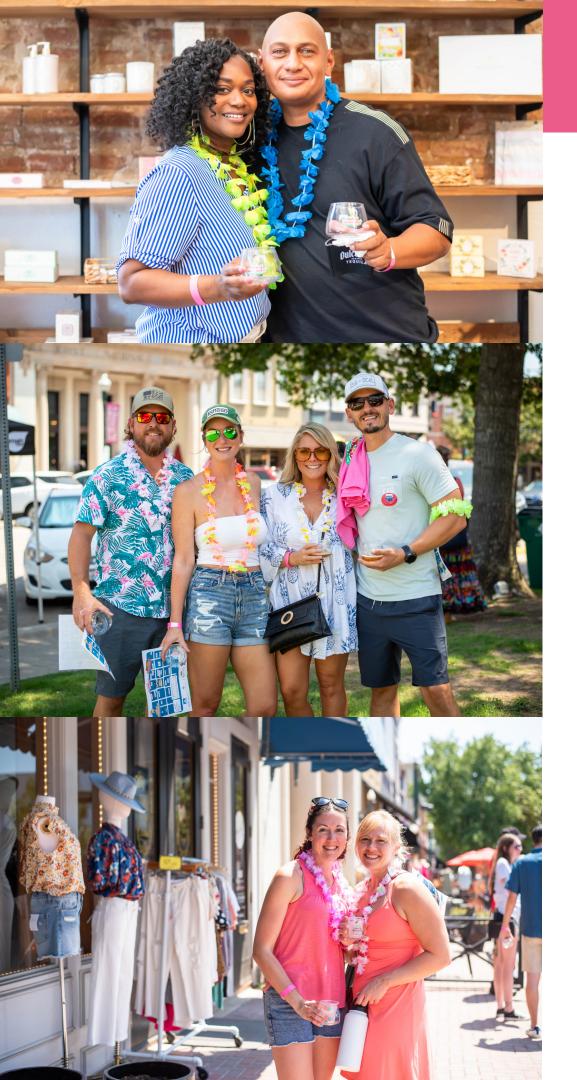
SOCIAL MEDIA ADS

319,064 IMPRESSIONS

4,719 LINK CLICKS







SIPS OF SUMMER: AUGUST 2023

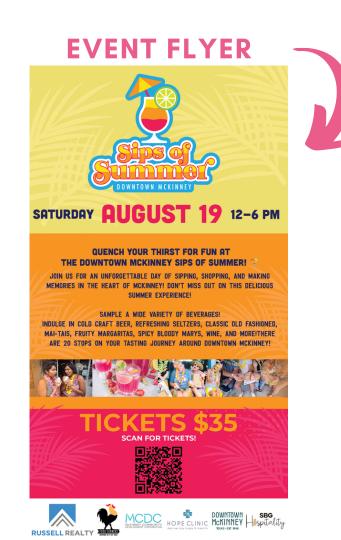
The Sips of Summer Stroll had over 662 attendees ready to enjoy tasty summer beverages!

CLICK HERE

TO VIEW MORE PHOTOS OF THE

MCKINNEY MARGARITA STROLL!

SOCIAL MEDIA ADS
258,484 IMPRESSIONS
2,740 LINK CLICKS







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

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

SOCIAL MEDIA ADS:

361,875 IMPRESSIONS 5,440 LINK CLICKS











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!

SBG Hospitality