

DOWNTOWN McKINNEY

TEXAS • EST. 1848

July 9, 2025

Dear Cindy and MCDC Board:

On behalf of McKinney Main Street, I respectfully request reimbursement for McKinney Downtown Business Re-Development, Inc. in the amount of **\$13,000** to cover expenses related to the 2024 Oktoberfest Promotional Grant.

Please see attached for the grant expenses. Please don't hesitate to contact me directly with any questions regarding this request.

Sincerely,



Andrew Jones
Director, MPAC & McKinney Main Street
Ajones2@mckinneytexas.org
972-547-2661

MCKINNEY Oktoberfest

In 2024, McKinney Oktoberfest exceeded expectations and welcomed an astounding 80K guest to celebrate the biggest Bavarian celebration in North Texas. Three full days of beer, brats, and bands took over the streets and blocks of Downtown McKinney for our biggest festival to date.

The McKinney Main Street team executed another outstanding festival that wowed and delighted attendees. Every year, Main Street improves and refines this event as production grows, and the success is a testament to hard work in providing excellent customer experience.

We were proud to open the festivities with long-time community supporter, Tomes Auto Group, as the presenting sponsor. And warmly welcomed back returning sponsors, Texans Credit Union, Sports Clips, Blue Box, and LGA Engineering.

McKinney Oktoberfest continued its exclusive partnership Hofbrauhaus and served authentic German beer, including our annual keg tapping with council members and eager fans. We also hosted a special keg tapping with our own Tupps Brewery, to the delight of many thirsty guests.

The expansion of the Blue Box VIP Bier Garden was a hit! Hamm's Meat + Market – Butcher Shop took over the catering and served up chef driven dishes only to be found in this area. VIP guests were also treated to a special beer menu and private entertainment.





Speaking of entertainment, it was around every corner with three activated stages. The Prost and Alpine stages presented a full line-up of bands and dancers. And on the Texans Credit Union Bavarian Experience Stage, competitors and spectators, filled the streets to see the ultimate battle of brawn with the stein holding competition. Main Street heavily promoted the McKinney PD versus McKinney Fire Department throwdown with a clever "Terminator" themed commercial and the result was clear. The area was at max capacity with an audience cheering on the victorious Fire Department to take home the coveted golden belt.

McKinney Oktoberfest is truly a family-friendly event, and we made sure kids of all ages had activities and opportunities to participate in the fun. The Carnival captivated the thrill seekers, while our Petting Zoo provided soft and fluffy friends for eager hands and adorable photos. This year we introduced our soft play area for toddlers two and under. The addition was warmly welcomed and heavily attended.

We also heard our customers' concerns and addressed them accordingly. When the beer lines grew long, staff activated a portable beer cart to help alleviate the queue. We also added more seating to our free shuttle service to the festival with the addition of the McKinney Downtown Trolley.



MCKINNEY Oktoberfest

MCKINNEY
Oktoberfest
PRESENTED BY
TOMES AUTO GROUP

SEPT.
27-29
DOWNTOWN MCKINNEY

Even dogs came out to play! Weiner dogs and “wanna-b” wiener dogs joined us on Saturday for the annual dog races. Crowds gathered at the Goodwill Games racetrack to see speedy, and not-so-speedy, puppies race.

And of course, we had a large variety of food to complete the experience. From schnitzel to strudel, guests dined on authentic German food and fan favorites like kettle popcorn and corn dogs.

McKinney Oktoberfest has grown from a quaint hometown festival into a cultural celebration juggernaut that shines a spotlight on Downtown McKinney as a unique destination, shopping, dining, and entertainment experience.



Sample of press:

<https://www.american towns.com/event/mckinney-oktoberfest-2024-09-27-mckinney-tx.html>

<https://dallas.culturemap.com/eventdetail/historic-downtown-mckinney-presents-mckinney-oktoberfest/>

<https://www.localprofile.com/sponsored-content/embrace-the-spirit-of-germany-at-mckinney-oktoberfest-9262023>

[.ntxe-news.com/artman/publish/article_137715.shtml#google_vignette](https://www.ntxe-news.com/artman/publish/article_137715.shtml#google_vignette)

<https://www.youtube.com/watch?v=RwnrZYgmy2g>

https://starlocalmedia.com/mckinneycouriergazette/news/raise-your-steins-mckinney-oktoberfest-returns-downtown-sept-27-29/article_3b4a2d5a-6420-11ef-aba7-bf48081b5cb7.html

<https://www.tasteatlas.com/mckinney-oktoberfest>

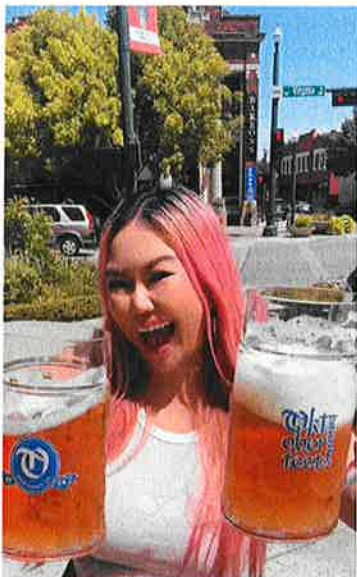
<https://www.visitmckinney.com/oktoberfest/>

<https://www.yelp.com/biz/mckinney-oktoberfest-mckinney>

<https://www.dallasnews.com/arts-entertainment/2024/09/18/celebrate-fall-at-these-north-texas-oktoberfest-events/>

Influencer Recap:

	Influencers	Impressions	Engagements	Reach
2024	10	294,770	55,096	257,958
2023	9	79,983	6,071	75,655



Advertising Reimbursement receipts:

- A. \$7500 Medium Giant (Dallas Morning News Guide Wrap)**
- B. \$3,915 Community Impact**
- C. \$2,375 Social Scribe Influencer advertising**

Total: \$13,790