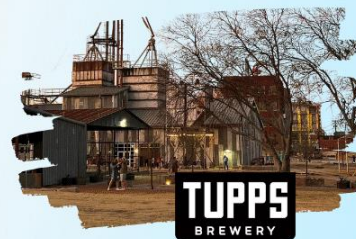




MAY 11TH
Mother's Day Weekend



**402 E. LOUISIANA ST.
BLDG 2
MCKINNEY, TX**

Revenue booster

TUPPS Brewery and surrounding businesses were able to bring in diverse foot traffic and boost their sales. This event also brought enlightenment to the community and helped promote activities throughout the City such as Downtown events. TUPPS Brewery expressed the outside bar near the yard increased their sales by 10%, which was compared to one of their largest event, Emerald City Band on April 12, 2024!

We had about 32 vendor stores at the event that employed around 60 small business owners (2 per tent). They were able to profit atleast \$300 per tent, collectively totaling over \$9,000.

Future ideas will have ticket sales, and VIP seating which will allow us to generate income and donate proceeds to selected non-profits that benefit future highschool graduates by providing them funding for school.



Cultural Enrichment Event

Residents from McKinney and visitors from surrounding cities came out to celebrate Mother's Day in a picnic like fashion while listening to RNB Music. They were able to shop from various vendors and enjoy refreshments with their friends and family. This event also had popup art installations for photo documenting, showing that McKinney is a great place to not only work, but shop and live!

Future planning will include local musicians and artists to showcase their talent and encourage future diverse genres.

Music and social gathering have been shown to have positive effects on mental health. Attendees were able to unwind, enjoy good music, and socialize which contributed to reduced stress levels and increased happiness. Engaging in community events lead to a healthier, more resilient community. In addition to, the dancing and other physical activities encourage community members to dance, move, and participate in outdoor activities that promote health lifestyles.



Grant helped support



- **\$1,500 Radio Advertisement** - Local radio station, K104 highly publicize event on their platform
- **DJ Mr. Hit Dat** brought the Marketing Director from K104 along with him to view TUPPS Brewery and provided great feedback to their team!
- **\$444.92 of Facebook Advertising** helped generate 2 months worth of ads that generated traffic and attention to McKinney. Visitors from all over attended! A roughly number of 2,500 people were in attendance and majority of them stated this was their first time in McKinney!