



McKINNEY
SIP + STROLL
Series

2025

Final Report

MCDC
McKINNEY COMMUNITY
DEVELOPMENT CORPORATION



A GRANT WELL SPENT IN MCKINNEY, TX!

Thank you for supporting the 2025 Sip + Stroll Series with the generous \$15,000 advertising grant! Your support was invaluable in helping us effectively promote the events.

This year's McKinney Sip + Stroll Series garnered 4 million impressions through our marketing efforts and brought over 4,500 participants to Downtown McKinney, where they shopped local and enjoyed everything our downtown merchants had to offer! The merchants were thrilled with the increased foot traffic and sales, and they're already looking forward to next year's events!

Through the series, we were also able to give back to the community by donating a total of **\$11,237** to local nonprofits, including McKinney Main Street, Leida's Kids, Traffick911, and One Heart McKinney.

Participants had glowing reviews of the walks, with many joining us for each event! They visited over 20 downtown businesses, enjoyed cold beverages, snapped pictures in the free photo booth, and dined at local restaurants!

Thanks to your support, the series was a tremendous 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

PR assistance

Event Signage

Social Media Posts - Instagram and Facebook





ST. PATS BEER WALK : MARCH 2025

The McKinney St. Pat's Beer Walk hosted 1,300 participants in Downtown McKinney!



EVENT FLYER

[CLICK HERE](#)
[FOR THE FULL BEER](#)
[WALK PHOTO](#)
[ALBUM!](#)

[SOCIAL MEDIA ADS:](#)

- IMPRESSIONS: 249,755
- LINK CLICKS: 4,328
- EVENT REACH: 89,370

MASS TEXT



🍀 The Downtown McKinney St. Patrick's Day Sip & Stroll is THIS Saturday from 11am-6pm!
🌈 Wear your GREEN and let the shenanigans begin!

🍀 GET TICKETS HERE: slktxt.io/168Xij/709639360

🏃 Kick off the fun with the Shamrock Run 5K at Towne Lake Park before the beer walk! Learn more here: slktxt.io/16elu/709639360

💚 SBG Hospitality



CRAFT BEER WALK: JUNE 2025

The Craft Beer Walk happened on Father's Day Weekend! This event hosted 726 attendees in Downtown McKinney!

[CLICK HERE](#)

EVENT FLYER



FOR THE FULL BEER
WALK PHOTO
ALBUM!

MASS TEXT



[SOCIAL MEDIA ADS:](#)

- IMPRESSIONS: 359,732
- LINK CLICKS: 8,243
- EVENT REACH: 151,091

🍷 The Downtown McKinney Craft Beer Walk presented by Russell Realty is happening this Saturday, June 14 in Historic Downtown McKinney!

🍷 Sip craft beers and spirits from 20+ stops, explore the charm of Downtown McKinney, shop local vendors, and snap a pic at the complimentary photo booth.

It's a delicious and exciting experience perfect for Father's Day weekend! 🍷 Get your tickets now! Reserve passes here: slktx.io/18iUP/709639360



MARGARITA STROLL: JULY 2025

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

[CLICK HERE](#)

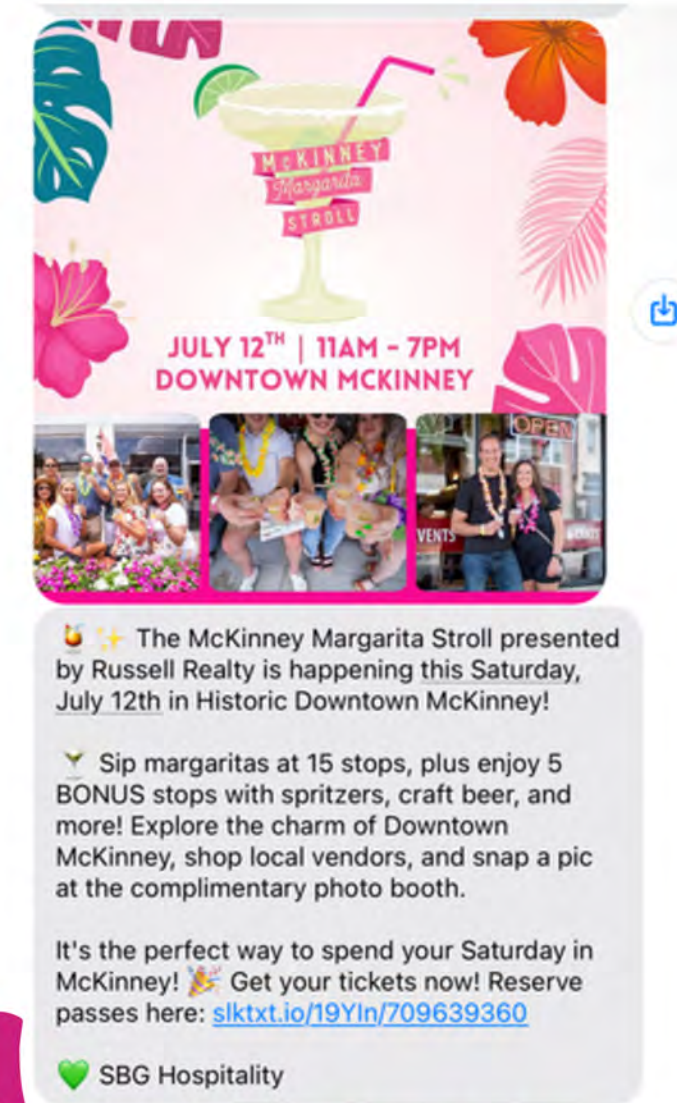
TO VIEW MORE PHOTOS OF THE
MCKINNEY
MARGARITA STROLL!

EVENT FLYER



[SOCIAL MEDIA ADS:](#)

- IMPRESSIONS: 210,716
- LINK CLICKS: 5,807
- EVENT REACH: 81,262



MASS TEXT

SPOOKTACULAR BREWS & BOOS WALK: OCTOBER 2025

The Spooktacular Brews & Boos Walk was a fun Halloween weekend Celebration! There were over 500 attendees excited to enjoy a variety of beer, wine, and spirits!

EVENT FLYER



CLICK HERE

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

SOCIAL MEDIA ADS:

- IMPRESSIONS: 307,407
- LINK CLICKS: 2.192
- EVENT REACH: 121,550



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 + 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

