



MCDC  
McKINNEY COMMUNITY  
DEVELOPMENT CORPORATION



*Final Report*



# A GRANT WELL SPENT IN MCKINNEY, TX!



Thank you for supporting the McKinney Wine & Music Festival at District 121 with the advertising grant! The grant was put to excellent use and proved to be very effective in helping us promote the event!



The 8th annual festival took place at District 121! We sold 1,000 wine tickets and had many more attendees enjoying the festivities! Participants included local McKinney residents and visitors!

We reviewed the pre-purchased tickets from 2023 and 2024. In comparing the tickets sold, we noticed **6%** of our attendees are people who returned to the festival from 2023 to 2024. This means that **94%** were people who were new, first time attendees to the McKinney Wine & Music Festival.



The event featured 30 wineries, 4 bands and local businesses! The event was able to donate **\$3,500** to local non-profits! (Love Life, The Warriors Keep, One Heart McKinney)

It was a great day in McKinney for residents and visitors!

Click [HERE](#) to view the full photo album!



# MCKINNEY WAS BUZZING!



Facebook and Instagram ads received:

- Impressions: 594,443
- Clicks: 21,011
- CTR: 3.53%



The event also saw a lot of coverage gaining over a hundred thousand impressions from Instagram influencers thanks to our PR efforts! Here are just a few who featured the event on their platform:

[Dallas Party of 2](#), [Kelly Simply Eats](#), [Team Natural](#) and [Foodie Lovers!](#)



# OUR FESTIVAL ANALYSIS

## HOURLY PARTICIPATION

**2** to **3** HOURS



- Every aspect of District 121 was utilized and provided ample space for event partners and attendees; lines were not an issue for attendees nor was parking.
- Based on the feedback from the MCDC Grant Proposal meeting, we increased the time attendees participated to 11am - 2pm, 2pm - 5pm, and 4pm - 7pm; however, in September ticket sales were extremely low. Our team removed the time frames and allowed attendees to come and go freely for the event and tickets started selling.
- In 2025, it is our plan to bring the McKinney Wine & Music Festival back to District 121.



# SOME OF OUR PRESS HITS!



[Dallas Culture Map](#)

[Go See Dallas](#)

[Peoples Newspaper](#)

[360 Dallas](#)

[Patch](#)

[Area 214](#)

[Upcoming Events](#)

[Local Wine Events](#)

[Dallas Sites 101](#)

[Plano Magazine](#)

[Visit Plano](#)

[Plano Moms](#)

[Community Impact](#)

[Visit McKinney](#)



[CLICK HERE TO WATCH THE EVENT VIDEO!](#)

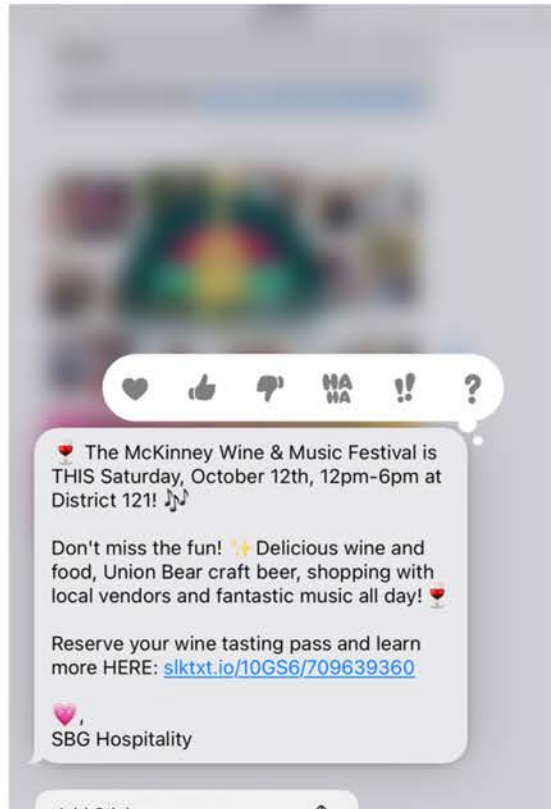




# ADVERTISING & MARKETING

We followed our advertising plan shared with MCDC in our presentation!  
Including social media campaign, PR and digital ads!

Please see the receipts and the receipt summary attached to this report!  
The advertising grant truly made the event possible in 2024 and we are  
VERY grateful! Cheers to the 7th Annual McKinney Wine & Music Festival!







# THANK YOU FOR SUPPORTING THE EVENT!

It was a fantastic community event in McKinney, Texas **thanks to the support from MCDC!**

We are proud of the event and its success! We had fantastic local event partners who got to showcase their business at the event including local restaurants, wineries, breweries, boutiques, and more! We hired many local businesses and services like local musicians, labor team, local restaurants, promotional products, and so many more.

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!

Our receipts are attached!

*Thank you!*  
SBG Hospitality