



MCKINNEY,





# EVENT DESCRIPTION

The 7th Annual **McKinney Wine & Music Festival** will be presented by **H-E-B** and will take place on Saturday, October 14th from 12pm-5pm at Towne Lake Park!

The festivities include local musicians, wine tastings, a VIP tent experience, grape stomping, and lots of great shopping. The event partners with over 100 local small business owners giving them an opportunity to showcase their business!

**New in 2023** is a partnership with H-E-B! As our presenting sponsor H-E-B will have a culinary experience tent for guests to taste delectable cuisine and wine pairings at the H-E-B culinary tent! They will also bring along fun swag and items to promote their new McKinney, Texas location!

Expected event attendance: 6,500

Pricing structure: FREE General admission, \$35 wine tasting pass, \$45 wine tasting and HEB culinary experience tent pass, \$85 VIP pass.

The event is not a charity event but it gives back to local nonprofits! Last year the event donated \$4,000 in total to the non-profits. In 2023 our goal is to increase our donation to \$5,000. Love Life Foundation receives \$1 from every pass sold at the event and The Warriors Keep keeps 100% of the grape stomping competition fees!



[Click Here for a view of the 2022 festivities:](#)





# OBJECTIVES AND GOALS



Our long term objective with this event is to create an annual event that promotes McKinney business, shows McKinney as a FUN destination and attracts visitors to McKinney for years to come! Our goal is to put an emphasis on local McKinney restaurants, wineries and shopping. We'd like to grow the festival and its attendance year over year!



This event has a fantastic presence and reputation of being a fun festival in McKinney, TX! It highlights McKinney as a unique and fun destination.

The festival offers local McKinney businesses opportunities to sell their wares and promote their McKinney businesses!



The event puts an emphasis on cultural arts in McKinney, highlighting McKinney as a prime music destination in Texas!



# HOW THE GRANT WOULD BE SPENT:

Social Media: \$7,000

PR: \$1,500

Digital Ads: \$1,500

Social media remains the best form of advertising the event. We would invest the largest portion of the grant to get the word out on social media through organic posts, ads, and influencer partnerships promoting the McKinney, Texas event.

Note: Social Media Influencers help not only promote the event but also the community and local McKinney participating businesses that have partnered with the event!

PR Will spread the word across the DFW area getting the event in calendars, magazines, featured articles and more!





# ADDITIONAL INFORMATION



- The event receives over 10 million impressions that bring tourism and hotel stays to McKinney! We have learned best practices to get the word out and promote the event effectively with the awarded grant funds.



- The cost of tickets will vary. General admission is free!
- Our event expenses are expected to be \$105,000-\$115k and we are requesting \$10,000 to help us afford the advertising necessary to grow the event at Towne Lake Park! Our gross revenue is planned to be at \$174k this year.
- We anticipate seeing our expenses increase and fluctuate in 2023.

Making the grant more helpful than ever!

is very impactful on the success of the event!



**We plan on making the McKinney community proud with a fantastic McKinney Wine & Music Festival!**



