

MCKINNEY SIP+STROLL SERIES 2025



SBG
Hospitality



SIP+STROLL IN DOWNTOWN MCKINNEY

McKinney residents and visitors are invited to Downtown McKinney for the 2025 Sip + Stroll Series, a delightful blend of good times and refreshing beverages!

These strolls offer a unique opportunity to explore downtown McKinney, step inside its charming shops, connect with local merchants, and savor delicious drinks—all while enjoying the picturesque views of this vibrant area.

Beyond providing a memorable experience, the walks significantly boost sales and foot traffic for downtown merchants, ensuring Downtown McKinney remains a top destination for Collin County shoppers. By attracting both locals and visitors, these events help keep McKinney thriving and top-of-mind for tourism.

To maintain a comfortable and enjoyable atmosphere, participation is capped at around 1,500 guests per walk, ensuring merchants are not overwhelmed and attendees enjoy shorter lines and a relaxed experience.

In addition to drawing visitors to McKinney, these events aim to enhance the quality of life for residents, showcase the city's unique appeal, and support local nonprofits. Attendees can also enjoy exciting extras like costume contests, photo booths, scavenger hunts, and fun swag, making the Sip + Stroll Series a truly unforgettable experience!

AN IMPACTFUL MCKINNEY EVENT SERIES!



Each Sip + Stroll event contributes 20% of its net proceeds to McKinney Main Street and donates an additional \$1,500 per event to a local McKinney nonprofit. While McKinney Main Street is a partner for every walk, we also collaborate with a different local nonprofit for each event, amplifying the community impact. In 2024, the Sip + Stroll Series proudly donated over \$10,000 to McKinney nonprofits!



We measure the event's success through attendance. Another key metric is feedback from local merchants—we strive to hear that each stroll boosted their sales and brought a great day of business to downtown McKinney!



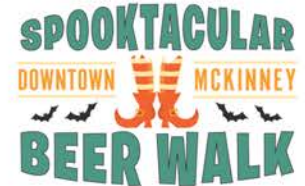
THE EXPERIENCE...FUN IN MCKINNEY!!

Attendees of the Sip + Stroll events enjoy a signature event cup, an event map to guide their tasting adventure through downtown McKinney, and 20-25 delicious beverage tastings!

Each stroll features unique activities and fun swag—such as Irish music, photo booths, and costume contests—making every event a memorable experience. Tickets for the strolls start at \$35 per stroll.

The 2025 walk themes are:

- March 15: McKinney St. Patrick's Day Beer Walk
- June 14: McKinney Craft Beer Walk
- July 12: McKinney Margarita Stroll
- October 25: McKinney Spooktacular Brews & Boos Walk



EXPENSES AND REVENUE



Our goal is to sell 1,000-1,500 tickets per event at \$35 each, generating \$35,000-\$52,500 in revenue per walk.



The median cost to host each event ranges from \$20,000-\$22,000, excluding staff wages for organizing the events. While some walks may cost slightly less and others more, a detailed example expense sheet has been provided for reference. After covering hard costs, 20% of the net proceeds will be donated to McKinney Main Street, with an additional \$1,500 given to the nonprofit partner for each event, regardless of attendance.



To help offset expenses and ensure the sustainability of the series, we aim to secure \$5,000 in sponsorships per walk through opportunities like presenting sponsorships and photo booth branding. These contributions will help support the continuation of this beloved community tradition for years to come!



HOW THE GRANT WILL BE SPENT:

As this series includes four events, the full \$15,000 advertising grant is essential to effectively promote them and achieve our goals—especially with the rising costs we've experienced for our events. This grant truly makes the series possible!

We carefully evaluate the results of each event and adjust our marketing strategies to focus on the most effective channels. Below is an outline of our marketing plan and associated costs:

- Social Media Campaign: Paid ads and organic posting (\$2,500 per event x 4 = \$10,000)
- PR Assistance: Promoting events via online calendars and media outreach (\$618 per event x 4 = \$2,472)
- Event Flyers: (\$98 per event x 4 = \$392)
- Creative Assistance: Ads and materials via Upwork and The Neighborhood Reach (\$150 per event x 4 = \$600)
- Mass Text Messaging: Targeting past event attendees (\$1,000 per event x 4 = \$4,000)

We are incredibly grateful for MCDC's support. This \$15,000 grant would be instrumental to the success of the series and help us continue creating impactful events in Downtown McKinney. Thank you for considering our request—we deeply value our partnership with MCDC!

Sincerely,
SBG Hospitality