



McKINNEY
SIP+STROLL
Series

2024

Final Report

MCDC

McKINNEY COMMUNITY
DEVELOPMENT CORPORATION



A GRANT WELL SPENT IN MCKINNEY, TX!

Thank you for supporting the 2024 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 3 million impressions through our marketing efforts and brought over 4,200 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 \$10,613.08 to local nonprofits, including HUGS Cafe, Traffick911, and the McKinney Performing Arts Center.

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

Upwork for marketing material creation

Social Media Posts - Instagram and Facebook





ST. PATS BEER WALK : MARCH 2024

The McKinney St. Pat's Beer Walk hosted 1,119 participants in Downtown McKinney!

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

[SOCIAL MEDIA ADS](#)

- 529,928 IMPRESSIONS
- 3,400 LINK CLICKS
- 651 EVENT RESPONSES

ST. PATRICK'S DAY
MCKINNEY • BEER WALK

PUT ON YOUR GREEN, GRAB YOUR FRIENDS, AND ENJOY TASTING CRAFT BEERS, CIDER, AND SELTZER ALONG THE LUCKY ST PAT'S BEER WALK IN DOWNTOWN MCKINNEY!

Saturday
MARCH 16
11 AM-6 PM
DOWNTOWN MCKINNEY

\$35

Scan here for TICKETS →

THE RETREAT | RUSSELL REALTY | DOWNTOWN MCKINNEY | SBG Hospitality | Hugs | SIP-STROLL | MCDC



CRAFT BEER WALK: JUNE 2024

The Craft Beer Walk happened on Father's Day Weekend! This event hosted 767 attendees in Downtown McKinney!

SOCIAL MEDIA ADS

439,649 IMPRESSIONS

4,326 CLICKS

1,203 EVENT RESPONSES

EVENT FLYER



MASS TEXT

Join us in Downtown McKinney THIS SATURDAY! It's a delicious and exciting experience perfect for Father's Day weekend! 🍷 Get your tickets now! Reserve passes here: slktxt.io/105TA/709639360
❤️ SBG Hospitality



MARGARITA STROLL: JULY 2024

MARGARITA MAMBO! The McKinney Margarita Stroll had 1,847 attendees ready to enjoy delicious margarita tastings!

[CLICK HERE](#)

TO VIEW MORE PHOTOS OF THE
MCKINNEY
MARGARITA STROLL!

[SOCIAL MEDIA ADS](#)

- 430,514 IMPRESSIONS
- 5,348 LINK CLICKS
- 1,282 EVENT RESPONSES

[EVENT FLYER](#)



[MASS TEXT](#)



Join us this Saturday to Sip + Stroll through Downtown McKinney!

🍹 There's 20 delicious beverage stops, a vendor market and tons of fantastic shopping in Downtown McKinney! The beverage stations are setup inside the shops!

Don't miss out on the fun! 🍹 Register to get your ticket now!
Tickets: s1ktx.io/105xu/709639360

📍 SBG Hospitality



SPOOKTACULAR BREWS AND BOOS WALK: OCTOBER 2024

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

[CLICK HERE](#)

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

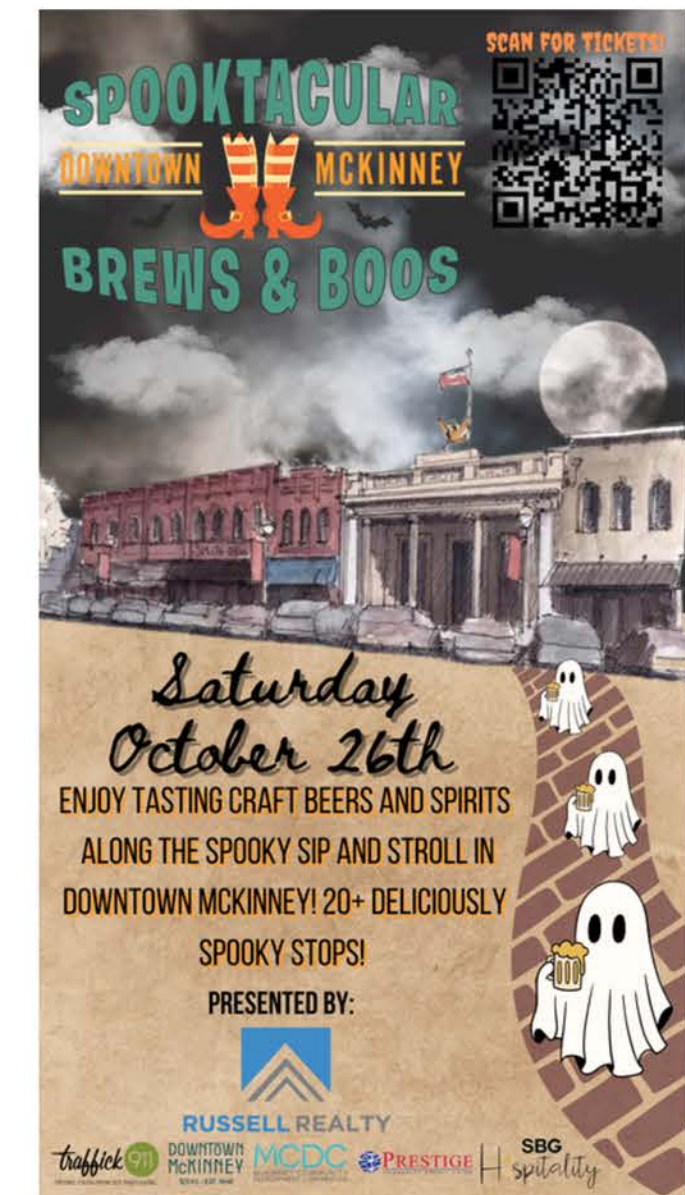


[SOCIAL MEDIA ADS:](#)

- IMPRESSIONS: 358,504
- LINK CLICKS: 3,830
- EVENT RESPONSE: 1,434



EVENT FLYER





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 and 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