

MCKINNEY SP+STROLL SERIES 2024



SBG
Hospitality

SIP+STROLL IN DOWNTOWN MCKINNEY

McKinney residents and visitors are invited to experience good times and cold beverages in Downtown McKinney at the 2024 Sip + Stroll Series!

The strolls bring local residents and visitors to downtown McKinney and inside the shops where they'll be able to engage with the local merchants, spend money in McKinney, and enjoy delicious beverages while taking in the sites of beautiful downtown McKinney!

Not only do the walks increase sales and foot traffic for downtown merchants, but they also help in promoting Downtown McKinney on a consistent basis- keeping it at the top of mind with Collin County shoppers. The walks attract McKinney residents and also bring many visitors to McKinney.

Each walk is capped at around 1,500 participants to not overwhelm the merchants and to keep lines short and enjoyable for attendees!

In addition to bringing tourism to McKinney, our goals are to create fun experiences for residents that increase their quality of life, to showcase McKinney as a unique destination, and support local non profits! Our walks also feature costume contests, photo-booths, scavenger hunts and fun swag!



FANTASTIC EVENT AND PARTNERSHIP FOR EVERYONE!



Participating Downtown merchants LOVE the foot traffic the strolls bring into their stores! Merchants are always quick to register and have a chance to participate! The walks have been incredibly impactful in Downtown.



"This event was wonderful!!! Thank you so much for allowing us to be a part of it, we had an amazing day and was perfect for getting our name out there as a new business in downtown! My husband and I also attended the event and loved it!

Thank you for all of the work to make this event so successful for businesses, downtown, and for attendees! We have a large social media following (over 10k on Facebook) that we shared the event with multiple times and so many have reached out saying they can't wait to do more downtown events after attending this one!"

Baylee Matthews, Apple Boulevard Boutique



"The various walks and events hosted by SBG Hospitality have significantly increased our sales at the events and have also brought us new customers who have since become repeat customers. We would have never thought having the walks would generate our best sales weekends since we opened 2 years ago but that's what happened and we cannot be happier!"

Jessica, Jasper & Petals

AN IMPACTFUL MCKINNEY EVENT SERIES!



Each walk donates 20% of its net proceeds to McKinney Main Street AND an additional \$1,500 per event to a local non profit. While McKinney Main Street is partnered on every event, we also partner with a local McKinney nonprofit on each event!



In 2023 the **Sip and Stroll series** was able to donate over \$10,000 to McKinney nonprofits!

We will measure the events success based on our attendance. We hope to sell out each walk at 1,000- 1,500. Our success will also be dependent on feedback from the local merchants. We want to hear that they had a spectacular sales day!



THE EXPERIENCE...FUN IN MCKINNEY!!



Attendees receive a signature event cup, an event map directing them on their tasting journey around downtown McKinney, and 20-25 delicious beverage tastings!



Each walk has its own fun activity and fun swag items! Example: Irish music, photo-booths, and costume contests! The fee for participants is \$35 per walk. A limited # of tickets will be offered for the Margarita Stroll at \$35 and then increase to \$40 to help cover the added cost of that stroll.

The 2024 walk themes are:

MARCH 16: McKinney St. Patrick's Day Beer Walk

JUNE 15: McKinney Craft Beer Walk

JULY 13: McKinney Margarita Stroll

OCTOBER 26: McKinney Spooktacular Brews & Boos Walk



EXPENSES AND REVENUE



We hope to sell 1,000-1,500 tickets at \$35 per ticket = \$35K-\$52,500

The median cost for each event is \$20-28k. (This does not include our cost to pay our employees to organize the events.) Some walks will cost a little less and some will cost more. An example expense sheet has been attached! After hard event costs we will pay out 20% net proceeds to McKinney Main Street. We also pay the nonprofit partner the \$1,500 for each event regardless of attendance.



We will try to offset some of our costs with sponsorships. (Presenting, Photo-booth) Our hopes are to raise \$5k of sponsorships per walk to help us with our bottom line so we are able to continue this series for years to come!





HOW THE GRANT WILL BE SPENT:

As there are multiple events in this series (**4**) we really need every bit of the \$15,000 advertising grant to effectively promote the events to achieve our goals. (Especially with the cost increases we've seen for our events! The advertising grant makes the series possible!)

We gauge results from each event and change our marketing efforts slightly depending on what form of marketing is being effective. Pricing examples are below:

Our marketing plan includes:

- An impactful social media campaign with paid ads and organic posting (**\$3,000 per event x 4= \$12,000**)
- PR assistance promoting the events through online calendars, and pitching to media (**\$300 per event x 4= \$1,200**)
- Event Flyers (**\$76 per event x 4= \$304**)
- Local Ads (McKinney Community Impact Magazine) (**\$450 per ad**)
- Upwork to create ads and marketing materials (**\$150 per event x 4= \$600**)
- Mass Text Messages to past event attendees (**\$1k per event**)

Thank you for your consideration! We are GRATEFUL for MCDC! The \$15,000 to put towards advertising the 4 events would be instrumental in the series success! We would greatly appreciate a continued partnership with MCDC on this **impactful** event series in Downtown McKinney!

Sincerely,
SBG Hospitality