

CITY OF MCKINNEY, TEXAS

Legislation Text

File #: 24-1716, **Version:** 1

Consider/Discuss Promotional and Community Event Grant Application Submitted by SBG Hospitality (PC 24-25) in the Amount of \$15,000.00 for the Advertising, Marketing and Promotion of the 2024 McKinney Wine and Music Festival

COUNCIL GOAL: 5: Enhance Quality of Life in McKinney

5C: Continue to market and highlight McKinney as a unique destination for residents and visitors alike.

MEETING DATE: June 27, 2024

DEPARTMENT: McKinney Community Development Corporation

CONTACT: Cindy Schneible, President

ITEM SUMMARY:

- SBG Hospitality is requesting \$15,000.00 for advertising, marketing and promotion of the 2024 McKinney Wine and Music Festival.
- The scheduled date for the 2024 Festival is Saturday, October 12, at District 121.
- Partnership with HEB will allow for a culinary experience tent for guests to taste cuisine paired with wines.
- The event will make a donation to The Warriors Keep and Love Life Foundation.
- General admission is free. Wine tasting passes are \$35 and \$40, and VIP passes are \$85.
- Expected attendance is 2,000 with 1,600 coming from outside of McKinney.

BACKGROUND INFORMATION:

- SBG Hospitality is an event production and marketing company from McKinney. Current festival productions include the McKinney St. Patrick's Day Festival & Shamrock Run, Monster Dash 5K, and the Sip & Stroll Series.
- SBG events are designed to drive traffic and visitors to the city and increase sales for restaurants, artists, shops, etc.
- In addition to wine tastings, the event will feature live music and activities.

FINANCIAL SUMMARY:

- MCDC's allocated Promotional and Community Event grant funding for FY 24 in the amount of \$200,000 -- \$100,000 for Cycle I applicants and \$100,000 for Cycle II applicants.
- Total grant funds available for Cycle II, including reappropriation of unused promotional funds from FY23, total \$154,606.
- MCDC awarded SBG a Promotional and Community Events grant totaling \$10,000 for the 2023 McKinney Wine and Music Festival.

SUPPORTING MATERIALS:

- Application Packet
- Presentation