



**21-0560**

**TITLE:** Consider/Discuss Promotional and Community Event Grant Application Submitted by SBG Hospitality (PC 21-16) in the Amount of \$15,000 for the Advertising, Marketing and Promotion of the 2021 McKinney Wine and Music Festival.

**COUNCIL GOAL:** 5: Enhance Quality of Life in McKinney  
5C: Market and highlight McKinney as a unique destination for residents and visitors alike.

**MEETING DATE:** June 24, 2021

**DEPARTMENT:** McKinney Community Development Corporation

**CONTACT:** Cindy Schneible, President

**ITEM SUMMARY:**

- SBG Hospitality is requesting \$15,000 for advertising, marketing and promotion of the 2021 McKinney Wine and Music Festival.
- Scheduled date for the 2021 Festival is October 16 and 17 at Towne Lake Park.
- Love Life Foundation will receive \$1 per wine pass sold; Warriors Keep will receive \$3 per VIP pass sold along with 100% of grape stomping proceeds.
- The event is free, but wine passes are \$35.
- Attendance at this event in 2021 is expected to reach 10,000.

**BACKGROUND INFORMATION:**

- SBG Hospitality is an event production and marketing company from McKinney. Current festival productions include, in addition to the McKinney St. Patrick's Day Festival & Shamrock Run, McKinney Wine and Music Festival, McKinney Fall Festival & Monster Dash 5K, McKinney Beer Bites.
- SBG events are designed to drive traffic and visitors to the city and increase sales for restaurants, artists, shops, etc.

**FINANCIAL SUMMARY:**

- MCDC's allocation for Promotional and Community Event grants for this cycle is

\$100,000.

- SBG was awarded a grant for \$12,500 in FY21 Cycle I for Sip and Stroll series.

**SUPPORTING MATERIALS:**

[Application Packet](#)  
[Presentation](#)