



22-0549

TITLE: Consider/Discuss Promotional and Community Event Grant Application Submitted by SBG Hospitality (PC #22-22) in the Amount of \$10,000.00 for the Advertising, Marketing and Promotion of the 2022 McKinney Wine and Music Festival.

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

MEETING DATE: June 23, 2022

DEPARTMENT: McKinney Community Development Corporation

CONTACT: Cindy Schneible, President

ITEM SUMMARY:

- SBG Hospitality is requesting \$10,000.00 for advertising, marketing and promotion of the 2022 McKinney Wine and Music Festival.
- Scheduled date for the 2022 Festival is October 15 at Towne Lake Park.
- Love Life Foundation will receive \$1 per wine pass sold, and Warriors Keep will receive 100% of grape stomping proceeds.
- General admission is \$10. Wine tasting passes are \$40. Food passes are \$30.
- Attendance at this event in 2022 is expected to reach 8,500.

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.

FINANCIAL SUMMARY:

- MCDC's annual allocation for Promotional and Community Event grants is \$200,000. Remaining budget is \$101,000.
- SBG was awarded a grant for \$10,000 in the FY22 Promotional and Community Event grant Cycle I for Sip and Stroll series.

SUPPORTING MATERIALS:

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