



23-0009

**TITLE:** Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by SBG Hospitality (PC 23-04) in the Amount of \$15,000 for the Advertising, Marketing and Promotion of the 2023 Sip and Stroll Series.

**COUNCIL GOAL:** 1: Direction for Strategic and Economic Growth  
1D: Leverage the existing partnerships with MEDC and MCD

**MEETING DATE:** January 26, 2023

**DEPARTMENT:** McKinney Community Development Corporation

**CONTACT:** Cindy Schneible, President

**ITEM SUMMARY:**

- SBG Hospitality is requesting \$15,000 for the advertising, marketing and promotion of the 2023 Sip and Stroll Series.
- The Series consists of four events: St. Pat's Beer Walk on March 11, Craft Beer Walk on June 17, Margarita Stroll on July 8, Sips of Summer on August 19 and Halloween Beer Walk on October 28.
- Ticket cost is \$30 per walk.
- 20% of net proceeds from each event will be donated to McKinney Main Street.
- Additionally, \$1500 per event, will be donated to a local nonprofit. These will include: Hugs Café and a second non-profit not yet selected.
- Attendance goal is 1,000 - 1,500 per event.

**BACKGROUND INFORMATION:**

- SBG Hospitality is an event production and marketing company located in McKinney. Festival productions have included McKinney St. Patrick's Day Festival & Shamrock Run, McKinney Wine and Music Festival, McKinney Fall Festival & Monster Dash 5K, and Sip & Stroll Series.
- SBG events are designed to drive traffic and visitors to the city and increase sales for restaurants, artists, and shops.

**FINANCIAL SUMMARY:**

- MCDC's allocation for Promotional and Community Event grants for FY 23 is \$200,000 -- \$100,000 for Cycle I applicants and \$100,000 for Cycle II applicants.
- SBG was awarded grants totaling \$19,850 in FY 22 for advertising, marketing and promotion of the McKinney Sip & Stroll Series and the McKinney Wine and Music Festival.

**SUPPORTING MATERIALS:**

- Application Packet
- Presentation

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[Application Packet](#)

[Presentation -- 23-04 SBG Sip & Stroll](#)