



25-2371

TITLE: Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by SBG Hospitality (PC 25-15) in the Amount of \$15,000.00 for the Advertising, Marketing and Promotion of the 2025 Sip and Stroll Series.

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: January 23, 2025

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 2025 Sip and Stroll Series.
- The Series consists of four events: St. Pat's Beer Walk on March 15, Craft Beer Walk on June 14, Margarita Stroll on July 12, and Spooktacular Beer Walk on October 25.
- All events take place in the Downtown Historic Cultural District.
- Ticket cost is \$35 per walk. Margarita Stroll will offer a limited amount of tickets at \$35 and remainder at \$40 (due to cost of product).
- 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.
- Attendance is capped at 1,500 per event, and total attendance goal for all four events combined is 5,500.

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 25 is \$250,000 -- \$125,000 for Cycle I applicants and \$125,000 for Cycle II applicants.
- SBG was awarded grants totaling \$20,000 in FY 24 for advertising, marketing and promotion of the McKinney Sip & Stroll Series (\$15,000) and the McKinney Wine and Music Festival (\$5,000).

SUPPORTING MATERIALS:

- Application Packet
- Presentation

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