

# CITY OF MCKINNEY, TEXAS

## Legislation Details (With Text)

<b>File #:</b>	21-0560	<b>Name:</b>	PC 21-16 SBG Wine & Music
<b>Type:</b>	Agenda Item	<b>Status:</b>	Agenda Ready
		<b>In control:</b>	McKinney Community Development Corporation
<b>On agenda:</b>	6/24/2021	<b>Final action:</b>	
<b>Title:</b>	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.		
<b>Indexes:</b>			
<b>Attachments:</b>	1. Application Packet, 2. Presentation		

Date	Ver.	Action By	Action	Result
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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.