

LONE STAR WINERY

ROOTED IN MCKINNEY SINCE 2004. COMMITTED TO COMMUNITY



BUILDING COMMUNITY. DRIVING TOURISM. SUPPORTING LOCAL BUSINESSES.



BRINGING PEOPLE
TOGETHER



SUPPORTING DOWNTOWN
BUSINESSES



DRIVING ECONOMIC
GROWTH



CREATING EXPERIENCES THAT
MAKE MCKINNEY SHINE

12 WINES OF CHRISTMAS WINE WALK

A PROVEN DOWNTOWN MCKINNEY TRADITION



15+

YEARS RUNNING



20+

PARTICIPATING
MERCHANTS



40+

VOLUNTEERS



1,000+

ANNUAL
ATTENDANCE



DECEMBER

ANNUAL
EVENT DATE

HISTORIC DOWNTOWN MCKINNEY



LOCAL MERCHANTS



COMMUNITY

SHOWCASING MCKINNEY THROUGH EXPERIENCE

BRINGING VISITORS DOWNTOWN. SUPPORTING LOCAL. GROWING OUR COMMUNITY.



The 12 Wines of Christmas Wine Walk invites guests to explore Historic Downtown McKinney through a festive, interactive experience that highlights the best of our city.



DRIVES TOURISM

Attracts visitors from across North Texas who come to experience McKinney during the holiday season.



SUPPORTS LOCAL BUSINESSES

Directs foot traffic to local merchants, restaurants, and boutiques—creating new and expanded business opportunities.



SHOWCASES OUR CITY

Highlights the charm, hospitality, and uniqueness of Historic Downtown McKinney.



ENHANCES QUALITY OF LIFE

Creates memorable experiences for residents and visitors while strengthening community pride.



GENERATES ECONOMIC IMPACT

Encourages spending at local businesses and inspires repeat visits long after the event ends.



A UNIQUE EXPERIENCE THAT TURNS VISITS INTO RELATIONSHIPS.

Many guests discover new businesses, return with family and friends, and continue to support McKinney long after the event.



MORE VISITORS ★ STRONGER BUSINESSES ★ VIBRANT DOWNTOWN ★ A BETTER MCKINNEY

—★ MARKETING & PROMOTIONAL PLAN ★—

— DRIVING VISITORS. BUILDING AWARENESS. GROWING MCKINNEY. —

We use a multi-channel approach to reach local residents and visitors across North Texas and inspire them to experience Historic Downtown McKinney.



DIGITAL & SOCIAL MEDIA

- ★ Targeted Facebook & Instagram ads
- ★ Event page & email marketing
- ★ Engaging content, reels & influencer campaigns



LOCAL PARTNERS & OUTREACH

- ★ Cross-promotion with Downtown McKinney businesses
- ★ Partnership with McKinney Main Street
- ★ Convention & Visitors Bureau & Partner Web Listings



INFLUENCERS & MEDIA

- ★ Collaboration with local influencers
- ★ Use CultureMap and 101Media to drive Dallas-area tourism



PRINT & PUBLICITY

- ★ Flyers and a mailers sent throughout McKinney
- ★ Event listings & community calendars
- ★ On-site signage & directional branding

15+
YEARS
OF SUCCESS

A proven event with
strong brand recognition
and loyal attendance.



OUR GOAL: Attract more visitors, increase awareness of McKinney, and drive foot traffic to our historic downtown businesses.



— More Visitors ★ Stronger Businesses ★ Vibrant Downtown ★ A Better McKinney —

★ EVENT & MARKETING BUDGET ★

STRATEGIC INVESTMENT. MAXIMUM IMPACT.

A detailed and responsible budget ensures a high-quality event experience and an effective marketing campaign that drives results.



EVENT BUDGET

CATEGORY	ESTIMATED COST
 Wine	\$12,000
 Entertainment (Live music performers)	\$200
 Staffing & Volunteers	\$6,000
 Event Operations (Glasses, lanyards, misc.)	\$4,250
TOTAL EVENT BUDGET	\$22,450



MARKETING BUDGET

CATEGORY	ESTIMATED COST
 Digital Advertising (Meta, Instagram, Eventbrite, & CultureMap)	\$11,000
 Influencer Partnerships (Local & Dallas-area influencers)	\$3,000
 Print Materials (Flyers, Cloroplast A-Frame Signage, & Mailers)	\$3,000
 Photography & Video Content (Event promotion & recap)	\$1,000
TOTAL MARKETING BUDGET	\$18,000



TOTAL INVESTMENT

\$40,450

A well-planned investment that delivers a memorable event experience and strong return for Downtown McKinney.

*Stronger Downtown.
Greater Impact.*

THANK YOU FOR SUPPORTING
HISTORIC DOWNTOWN MCKINNEY!



OUR GOAL: Attract more visitors, increase awareness of McKinney, and drive foot traffic to our historic downtown businesses.



More Visitors



Stronger Businesses



Vibrant Downtown



A Better McKinney



ECONOMIC & COMMUNITY IMPACT



DRIVING TOURISM. SUPPORTING LOCAL. STRENGTHENING MCKINNEY.

Lone Star Winery's event is designed to deliver measurable benefits to Historic Downtown McKinney and the surrounding community.



DRIVE VISITORS



- ★ Attract regional visitors to Historic Downtown McKinney
- ★ Increase weekday and shoulder-season activity
- ★ Encourage repeat visits



MORE VISITORS

More foot traffic, more exposure, more opportunity for McKinney businesses.



SUPPORT LOCAL BUSINESSES



- ★ Drive foot traffic to shops, restaurants, and services
- ★ Increase sales tax revenue for the City of McKinney
- ★ Highlight and promote local businesses and partners



STRONGER BUSINESSES

More customers and revenue for our small businesses and entrepreneurs.



ENHANCE COMMUNITY EXPERIENCE



- ★ Create a memorable, high-quality event for residents and visitors
- ★ Foster community pride and civic engagement
- ★ Celebrate McKinney's unique charm and hospitality



VIBRANT COMMUNITY

A welcoming, walkable downtown where people want to live, work, and visit.



GENERATE ECONOMIC IMPACT



- ★ Supports local jobs and part-time employment
- ★ Long-term return that extends well beyond event day



STRONG RETURN ON INVESTMENT

Tourism dollars that benefit McKinney far beyond our event.

OUR IMPACT IN ACTION



VIBRANT DOWNTOWN



SUPPORTING LOCAL



MEMORABLE EXPERIENCES

“Events like ours showcase McKinney as a top destination and create economic ripple effects that benefit our entire community.”



Stronger Downtown. Greater Impact.



OUR GOAL: Attract more visitors, increase awareness of McKinney, and drive foot traffic to our historic downtown businesses.



More Visitors



Stronger Businesses



Vibrant Downtown



A Better McKinney



★ MEASURING SUCCESS ★

Tracking Results. Improving Every Year.

We evaluate the success of the 12 Wines of Christmas Wine Walk using both quantitative data and guest feedback to ensure continued community impact.



ATTENDANCE & TOURISM

- ★ Ticket sales and total attendance
- ★ Geographic reach of visitors
- ★ Percentage of guests traveling from outside McKinney
- ★ Repeat attendance trends



MARKETING PERFORMANCE

- ★ Social media reach and engagement
- ★ Event shares and digital impressions
- ★ Website traffic and campaign performance



COMMUNITY ENGAGEMENT

- ★ Volunteer participation and hours contributed
- ★ Guest surveys and satisfaction feedback
- ★ Online reviews and direct guest comments



SUPPORTING LOCAL BUSINESSES

- ★ Merchant participation
- ★ Merchant feedback after the event
- ★ Reported increases in customer traffic, sales and visibility



WHAT MATTERS MOST

Participating downtown businesses consistently report increased customer traffic, greater visibility, and some of their strongest sales days of the year during Wine Walk weekends.

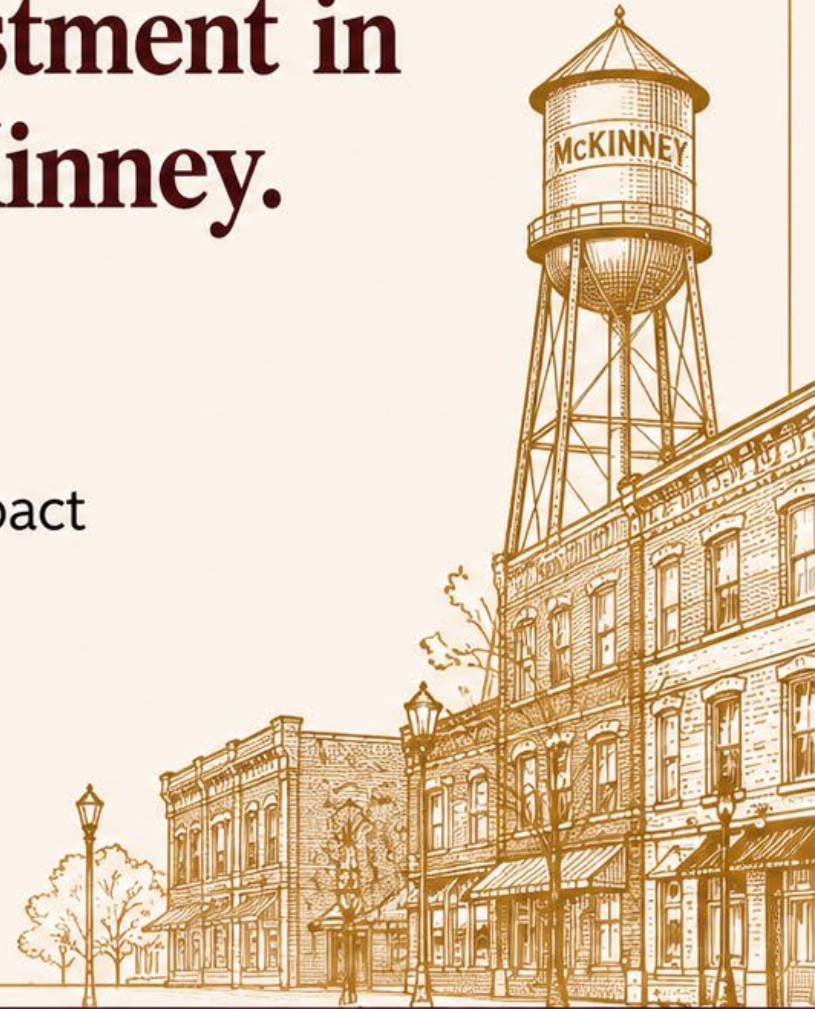


★ Continuous Improvement — ★ Community Feedback — ★ Stronger Businesses — ★ Greater Impact



Thank you for your consideration and for your continued investment in Historic Downtown McKinney.

Lone Star Winery
12 Wines of Christmas Wine Walk
Celebrating 15+ Years of Community Impact



More Visitors



Stronger Businesses



Vibrant Downtown



A Better McKinney