



**Spring Farmers Market
& Farm Dinner**

25th Annual Killis Melton Ice Cream Crank Off



2020 - the year of change!

- Year-long focus on the 1870's - celebrating 2 indigenous homes at Chestnut Square; The Dulaney Cottage & Johnson House
- New Farmers Market Manager & liaison to the Vendor Committee of the McKinney Farmers Market
- We hired a professional marketing firm for social media, advertising and promotion of Chestnut Square
 - Subsequently, our



Award
\$7,000





Funds support advertising: McKinney Community Impact, Star Local Media, Stonebridge Ranch Magazine, Edible Dallas, Billboard on Central at Eldorado, Creekside Living (N2 Publishing), social media ads and print materials for events – and whatever great ideas our marketing firm presents.



Rain or Shine...
Farmers Market is
open!



McKinney Farmers Market at Chestnut Square 2020

January 4 & 18
February 1, 15 &
29

March 7 & 21

Weekly April 4 -
November 21





Facts & Figures

- We opened the spring season of the market with 78 vendors
- We added weekday markets from April – June to accommodate both vendors and shoppers, through 3 reconfigurations due to Covid – 19 restrictions
- The customer base couldn't support the weekday vendors, so in July we reverted back to Saturday only
- We re-attained a weekly (pre Covid) guest count of 1,000-1,200 on Saturdays beginning in June



Social Media Reach

Farmers Market

- **Facebook**
 - **New Followers - 2236**
 - **Average Weekly Reach - 923-18853**
- **Website**
 - **Farmers Market page - 20,000 views January - August**
- **Instagram**
 - **Our account was locked for many months due to a former password issue; we now have it back up and active**



Craft Dinner Thursday April 30, 2020



New format of Farm to Table Dinner

- Working toward wider scope of restaurant participation
- Broader audience appeal



FARM FRESH *Craft Cuisine*

NEW DATE - JUNE 11, 2020 | 6-10 PM



CHESTNUT SQUARE HERITAGE VILLAGE
BENEFITTING HISTORIC MCKINNEY FARMERS MARKET
CHESTNUTSQUARE.ORG





- After 3 date changes, we finally held this event on June 11, and were blessed with an unseasonably cool day
- The Collin College IHCE was unable to participate as planned
- 12 chefs, restaurateurs and market vendors staffed tasting stations and served 83 guests (normal guest count 145)
- Total revenues \$9,190. We amended our budget in June to project \$8,500 revenues, vs. \$25,000 original (pre-Covid) projections



Social Media Reach

- 144,800 reaches
- 11,100 responses
- 23 tickets sold



25th Annual Killis Melton Ice Cream Crank Off





- We rescheduled this event to from July 19 to July 4, which was its original date in 1995 when it began
- We thought the Farmers Market & downtown “reverse parade” would draw attendance
- We had only 5 flavors, (vs. 13 LY) and about 300 (vs. 1000) guests.
- Revenues \$496 vs. amended budget of \$2,000 vs. original budget of \$5,000.



Social Media Reach

- Reach - 8,000
- Responses 161

In light of the virus factor, and since co-founder and ice cream aficionado Clyde Geer was unable to join us for this special (25th) anniversary, we will hold a DO-OVER 25th edition next year!





Social Media Reach

I wanted to mention the social media statistics because we have hired AJ Micheletto to assist with our marketing & SM as well as a professional to maintain our website. Our reach and effectiveness has grown greatly with this investment and wanted you to note that the advertising grants are augmented by improved design and enhanced social reach.

Our website is averaging 3500 views monthly, and all three Facebook pages have increased followers by 10-15%.



Thank You for Your Support

