



**Historic McKinney Farmers Market
Fall Events
Ghostly Haunting Tours
Educational Programming
Legends of McKinney Ghost Walk
48th Annual Holiday Tour of Homes &
Christmas in the Village**



It's no secret that we, like many organizations, are struggling. Our calendar reflects not only historically successful events, but also some that we found to be surprisingly popular even amongst the restrictions. It is our goal to capitalize on those outcomes, while at the same time continuing with our signature events in hopes that they will recover and once again be vibrant.



Refocus for 2021

- We hired a professional marketing firm for social media, advertising and promotion of Chestnut Square; the results are improved branding, advertising continuity and streamlined social media campaigns.
- A new staff member dedicated to the museum components of the organization began in January. Regular Village tour traffic has increased under her management.



- Capitalize on past successes amidst the restrictions – Children’s camps and activities, Ghostly Haunting Tours and the Farmers Market were strong performers.
- We are hopeful that the addition of the Christmas in the Village (Lighting event) to the Holiday Tour of Homes will re-energize and restore this beloved favorite.



Request

\$15,000

represents 90% of ad budget for these events





Funds support advertising:

**McKinney
Community Impact,
Star Local Media,
Stonebridge Ranch
Magazine, Edible
Dallas, Creekside &
Eldorado Living (N2
Publishing), event
videos and social
media ads, print
materials for events**

**KILLIS MELTON
ICE CREAM CRANK OFF
25th
Annual
DO-OVER
Save THE DATE
SUNDAY, JULY 18**

*Prairie
Adventure
Camp*

June, July & August
Ages 6-14
To register visit
chestnutsquare.org

Sponsored By **MCDC**
MCKINNEY COMMUNITY
DEVELOPMENT CORPORATION

Brought To You By
**HERITAGE VILLAGE AT
CHESTNUT SQUARE**

**HISTORIC MCKINNEY
FARMERS
MARKET**
Locally Grown, Historically Charming!

OPEN EVERY SATURDAY
APRIL THRU
THANKSGIVING **8 AM
until
Noon**
DEC-MARCH 1ST AND 3RD SATURDAYS
.....
CHESTNUT ST
AT ANTHONY & DAVIS



Community Impact Monthly Ad	\$2875
Upsize/Additional space	\$1000
Stonebridge Ranch News Monthly Ad	\$870
Creekside Living/N2 Monthly print + Facebook Ad	\$2700
Collin County Guide	\$600
Edible Dallas	\$1900
Videos	\$1500
Signage/posters/discretionary	<u>\$3555</u>
Discretionary funds allow us the flexibility to target specific areas for digital advertising, take advantage of specials and increase ad sizes when opportunity/need arises. We took advantage of remnant pricing on the Community Impact sticker program for the 2020 Home Tour, and hit 10,000 households for \$1000!	\$15,000



Event Budgets

	Income	Expense	Contract Svcs	Net
Farmers Market	\$ 50,000.00	\$ 13,000.00	\$ 10,000.00	\$ 27,000.00
Education Programs				
Field Trips	\$ 4,500.00	\$ 1,000.00		\$ 3,500.00
Prairie Camp	\$ 12,000.00	\$ 1,800.00		\$ 10,200.00
Ghostly Hauntings	\$ 4,000.00	\$ -		\$ 4,000.00
Murder Mystery	\$ 5,000.00	\$ 1,100.00		\$ 3,900.00
Ghost Walk	\$ 7,500.00	\$ 500.00	\$ 500.00	\$ 6,500.00
Home Tour	\$ 35,000.00	\$ 5,000.00		\$ 30,000.00



Improved Social Media Results

- **Boosted posts** Reach 4355, 377 engagements
 - **Videos** Views 7,600, 13,201 reach
 - **Chestnut Square** 22,700 reach this month
 - **McKinney Farmers Market** 29,339 reach this month
- (17k followers, increase of 35% over spring 2020)



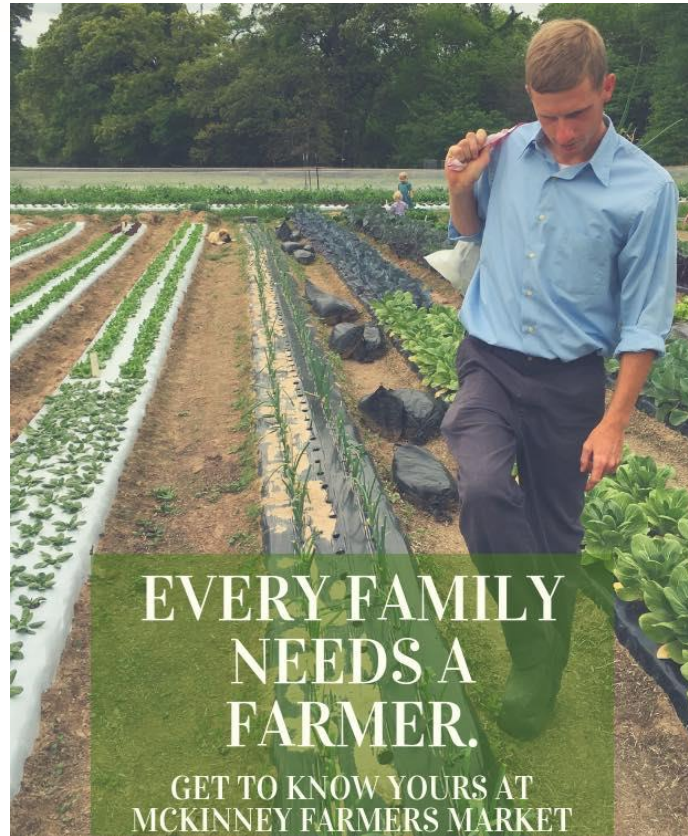
Print Medium Results

We are strategizing ways to begin tracking the effectiveness of print advertising. We have done post event questionnaires, surveys, social media polls and “coupon” or “special” offers in certain publications.

To date, we have been unsuccessful at defining the value of one publication over another, or print vs digital reach. The marketing committee of our board is taking on this challenge in the coming year (because we all know last year didn't count!)



**McKinney Farmers
Market at
Chestnut Square
2021
Weekly April 3-
November 20
Twice Monthly
December - March
2022**



**EVERY FAMILY
NEEDS A
FARMER.**

**GET TO KNOW YOURS AT
MCKINNEY FARMERS MARKET**





Legends of McKinney Ghost Walk

Ghost Walk 2020 made \$5700 income vs. \$4000 (amended) budget.

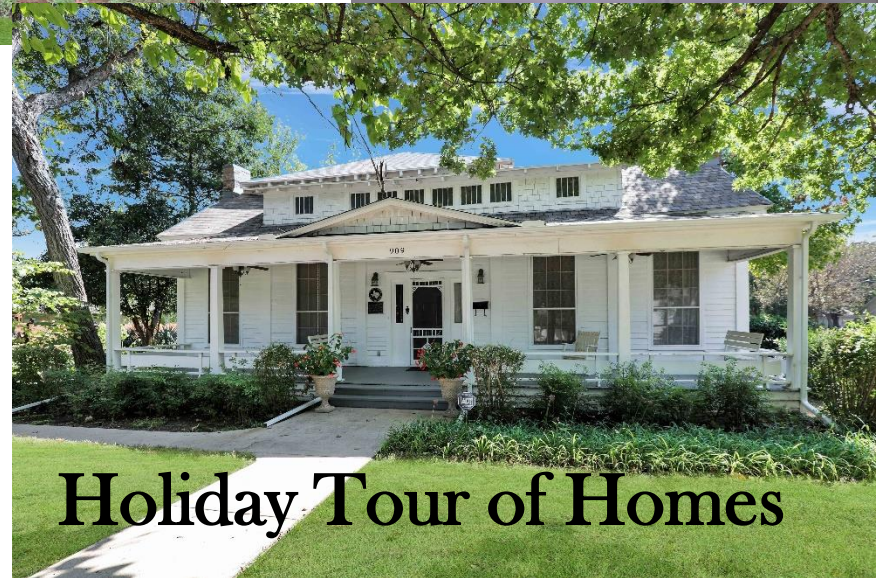


\$7500
is
projected
income for
2021



HERITAGE VILLAGE AT
CHESTNUT SQUARE
PRESERVATION • EDUCATION • CELEBRATION

We are
hoping for
typical
revenues in
the \$35,000
range



Holiday Tour of Homes

Community Impact



**OPEN EVERY SATURDAY
through Thanksgiving
8 AM - 12 PM**
Bi-weekly after Thanksgiving until April

CHESTNUT ST AT
ANTHONY & DAVIS

Chestnut Square's 2020 Event Calendar

NOVEMBER

McKinney Farmers Market
Nov. 7, 14, & 21
QuaranTEA
Nov. 5 & 18
Ghostly Haunting
Nov. 21

DECEMBER

47th Annual Holiday Tour of Homes
Dec. 5 & 6
McKinney Farmers Market
Dec. 5 & 19

**EVERY SATURDAY
8 AM - 12 PM**
CHESTNUT ST AT
ANTHONY & DAVIS

CHESTNUTSQUARE.ORG

**Murder Mystery
Show & Dinner**
For tickets visit-
Chestnutsquare.org

*Mystery
on Chestnut*

Saturday,
August 15 at 6 pm

Drive Guide



HERITAGE VILLAGE AT CHESTNUT SQUARE

PRESERVATION • EDUCATION • CELEBRATION

FARMERS MARKET



CHESTNUT STREET at ANTHONY & DAVIS

8AM
til
12PM



EVERY SATURDAY
from APRIL through NOVEMBER

FRESH FRUITS & VEGETABLES
LIVE PLANTS | BAKED GOODS | COFFEE
FREE RANGED MEATS | HERBS
ARTISAN CRAFTS | LIVE MUSIC ENTERTAINMENT
TOWN RIDES | FACE PAINTING | AND MORE!

PRAIRIE ADVENTURE CAMP 2019
Register Today! ChestnutSquare.org

<p style="text-align: center; background-color: #4a7c59; color: white; padding: 2px;">CAMP 1: FUN & GAMES</p> <p style="text-align: center;">June 4-6 or July 9-11</p> <ul style="list-style-type: none"> • Weaving • Hand-spinning • Marbles & Jocks • Tugumtropes • Calling Cards • Butter Churning • Pie Making • Soap Making 	<p style="text-align: center; background-color: #4a7c59; color: white; padding: 2px;">CAMP 2: TOOLS OF THE TRADE</p> <p style="text-align: center;">June 11-13 or July 16-18</p> <ul style="list-style-type: none"> • Ropes & Knots • Quilting • Buzz Saws • Blacksmithing • Home-made Ice Cream
<p style="text-align: center; background-color: #4a7c59; color: white; padding: 2px;">CAMP 3: HOP, SKIP & JUMP INTO THE PAST</p> <p style="text-align: center;">June 18 - 20 or July 23 - 25</p> <ul style="list-style-type: none"> • Hopscotch • String Games • Nail Art • Book Making • Candle Making • Stick Weaving • Blacksmithing • Cornbread 	<p style="text-align: center; background-color: #4a7c59; color: white; padding: 2px;">CAMP 4: TEA PARTY</p> <p style="text-align: center;">June 25 - 27 or July 30 - Aug 1</p> <ul style="list-style-type: none"> • Pillow Making • Soap Carving • Journal Making • Parlor Games • Lemonade Making • Tea & Scones

National Ice Cream Day



Sunday,
July 21, 2019

FREE ADMISSION
11:00 AM - 3:00 PM

HOMEMADE ICE CREAM •
FOOD • FAMILY FUN •
ENTERTAINMENT •



315 S. Chestnut St. McKinney, Texas
972-562-8790
ChestnutSquare.org



FINANCED IN PART BY
MCKINNEY
COMMUNITY
DEVELOPMENT
CORPORATION



Collin County Guide

Farm Fresh Craft Cuisine

MAY 7, 2020 | 6-10 PM
 CHESTNUT SQUARE HERITAGE VILLAGE
 BENEFITTING HISTORIC MCKINNEY FARMERS MARKET

Edible Dallas



N2 Neighborhood Magazines

47th Annual
HOLIDAY TOUR OF HOMES
\$25

SATURDAY, DEC 5 & SUNDAY, DEC 6
10 AM - 5 PM

VIEW HISTORIC MCKINNEY HOMES FROM THE VICTORIAN ERA

Four homes at Chestnut Square, all dolled up for the holidays, and virtual tours featuring the 5 oldest residences in McKinney. Enjoy the virtual tours in the Chapel at Chestnut Square or on your own device - drive or walk to see the exteriors as you wish.

Chestnut Chats – presentations include glimpses of Victorian life in McKinney, unique architecture, the relevance of historic preservation

Craft Sale, Craft workshops, Music, food for purchase & more

To purchase tickets visit
www.chestnutsquare.org



Chase & Charlie thank you
for your consideration.
They have been re-homed
to a rescue farm.

