



**Spring Farmers Market
& Farm Dinner**

25th Annual Killis Melton Ice Cream Crank Off



New for 2020

- 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
- Hiring a professional marketing firm for social media, advertising and promotion of Chestnut Square
- Search underway for a staff member dedicated to the museum components of the organization



Request

\$10,000

represents 66% of ad budget for these spring events





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**





Craft Dinner Thursday April 30, 2020



New format of Farm to Table Dinner

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



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2019

- Over \$10,000 gross revenue v. \$5250 LY
- \$5,000 Sponsorship
- 13 Competition Flavors



Thank You for Your Consideration

