

Fall 2022

Historic McKinney Farmers Market 9hostly Haunting Tours

Educational Programming
Legends of McKinney Ghost Walk
& Fall Murder Mystery

49th Annual Holiday Tour of Homes



Award \$13,751

represents 79% of ad expenditures for these spring events













Not only do the funds support the advertising needs of **Chestnut Square programming** but most are spent locally: **Funds support advertising in McKinney Community Impact,** Star Local Media, Stonebridge Ranch Magazine, Edible Dallas, Creekside & Eldorado Living (N2 Publishing), locally printed materials for events.



Grant Cycle II Ad Spend

Community Impact		\$4670
Stonebridge Ranch News Monthly Ad		\$870
Creekside Living/N2 Mo	nthly print + Facebook Ad	\$2100
Drive Guide Dallas		\$600
Edible Dallas		\$1640
Star Local Media (Courier Gazette)		\$5778
Craig Ranch/Fairview Town News		<u>\$3150</u>
		\$18,808
Print Marketing		\$2203

Total Exp/Grant

\$21,011/\$13,751 = 35% CS/65% MCDC





2022 SOCIAL MEDIA REACH:

Farmers Market

Facebook 21,348 followers (8% increase)

Page Reach 84,648

5,525 Followers Instagram

Chestnut Square

7,437(10% increase)followers

24,601 Page Reach

2369 followers

Digital Ads Nov. El Dorado & Creekside Living Reach, 10,472

PRINT MEDIUM:

Star Local Collin County Editions

Community Impact

November Extra "Sticker" ad on front cover

Ad reach

Distribution 138,089

Distribution 79,080

10,314 Copies in west McKinney

138,561

Stonebridge, Craig Ranch, Fairview, Eldorado Estates & Creekside neighborhood magazines

Edible Dallas

Print distribution 25,000 Views of digital issue 18,000 In April of this year, the Farmers Market Vendors, with staff & board support, created a marketing team and have all participated financially in managing much of their own social media. To that end, the digital growth activity surrounding the market far exceeds industry averages.

They have spent \$5,000 in addition to Chestnut Square managed campaigns to promote the market.

2022 FM Social Media Stats (April – December)

FACEBOOK

- Page reach = 269,059 (14.65% increase)
 - *note: industry average is 5.2%
- Number of followers grew 16%
 *note: industry average is .64 to 2,2%
- Posts & Reels Created = 187 with vendor tagging

INSTAGRAM

- Page reach = 36,399 (13.8% increase)
 - *note: industry average is 12%
- Number of followers grew 18%*note: industry average is 1.5%
- 110 Posts Created
- 25 Reel Videos Created
- 154 Stories Created

N2 Neighborhood Magazines



Chestnut Square Events

McKinney Farmers Market Nov. 5, 12, 19, 26 Dec. 3, 10, 17 8am - 12Noon

Trolley Tour Nov 12, 10 am

Holiday Tour of Homes Dec. 3 & 4, 10 am - 5 pm Christmas in the Village

at the Farmers Market Dec. 17









Aug 13 & Sept 10, 10 am



Bar Wars Sept 12, 6 - 9 pm CHESTNUTSQUARE.ORG Market Tour and Farm Breakfast Sept 17, 8:30 - 11 am







Fairview Town News











Chestnut Square Events

McKinney Farmers Market Every Saturday, 8am-12Noon Trolley Tour Sept 10 & Oct 8, 10 am Bar Wars Sept 12, 6 - 9 pm Market Tour and Farm Breakfast Sept 17, 8:30 - 11 am Ghost Walk Oct 28 & 29, 6pm - Midnight









Drive Guide

8 am-Noon (No market Dec. 24th) **OPEN EVERY SATURDAY** Winter Market Schedule January - March 9 am - Noon CHESTNUT ST AT ANTHONY & DAVIS ARMERS Give the gift of Membership Visit our website for membership specials. ChestnutSquare.org

Winter Market Schedule
January - March

OPEN EVERY
SATURDAY
9 AM - NOON

CHESTNUT ST AT ANTHONY & DAVIS

MARKET

ORGANICAL

MARKET

MA





Star Local Media



CHRISTMAS IN THE VILLAGE AT THE MCKINNEY FARMERS MARKET

SATURDAY, DECEMBER 17 8 AM - NOON

HOLIDAY MUSIC | SPECIAL GIFT & HOLIDAY VENDORS KID'S ACTIVITIES | SANTA/REINSTEER FAMILY PHOTO OPS



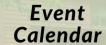
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Thank You for Your Continued Support

