



Fall 2022

Historic McKinney Farmers Market

Ghostly 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 Monthly 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
- Instagram 5,525 Followers
- Digital Ads Nov. El Dorado & Creekside Living Reach, 10,472

Chestnut Square

- 7,437(10% increase)followers
24,601 Page Reach
- 2369 followers
- Nov. El Dorado & Creekside Living Reach, 10,472

PRINT MEDIUM:

- | | |
|---|--|
| • Star Local Collin County Editions | Distribution 138,089 |
| • Community Impact | Distribution 79,080 |
| ○ November Extra “Sticker” ad on front cover | 10,314 Copies in west McKinney |
| ○ Ad reach | 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



OPEN EVERY SATURDAY
8 AM - 12 PM
 No Market Dec. 24

CHESTNUT ST AT ANTHONY & DAVIS

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




December 3 & 4
10 AM - 5 PM
 ChestnutSquare.org





HERITAGE VILLAGE AT
CHESTNUT SQUARE

PRESERVATION • EDUCATION • CELEBRATION



EVERY SATURDAY
8 am - 12 Noon

EVENTS

McKinney Farmers Market
 Every Saturday, 8am-12Noon

Trolley Tour
 Aug 13 & Sept 10, 10 am

Bar Wars
 Sept 12, 6 - 9 pm

Market Tour and Farm Breakfast
 Sept 17, 8:30 - 11 am




CHESTNUTSQUARE.ORG

BAR WARS

SEPT. 12, 2022
6 PM - 9 PM



FARMERS MARKET TOUR & FARM BREAKFAST
SEPTEMBER 17TH
8:30 - 11 AM

End of Summer Bounty!





Fairview Town News

Winter Market Schedule
January - March

**OPEN EVERY SATURDAY
9 AM - NOON**

CHESTNUT ST AT ANTHONY & DAVIS
ChestnutSquare.org

8 am-Noon (No market Dec. 24th)
OPEN EVERY SATURDAY
Winter Market Schedule
January - March 9 am - Noon
CHESTNUT ST AT ANTHONY & DAVIS

Give
the
gift of
Membership

Visit our website for
membership specials.
ChestnutSquare.org

OPEN EVERY SATURDAY 8 AM until 12 PM

CHESTNUT ST AT ANTHONY & DAVIS

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

BAR WARS

SEPT. 12, 2022
6 PM - 9 PM

FARMERS MARKET TOUR & FARM BREAKFAST
SEPTEMBER 17TH
8:30 - 11 AM

End of Summer Bounty!

Drive Guide



Stonebridge Ranch

8 am-Noon (No market Dec. 24th)
OPEN EVERY SATURDAY
Winter Market Schedule
January - March 9 am - Noon
CHESTNUT ST AT ANTHONY & DAVIS





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CHESTNUT ST AT ANTHONY & DAVIS



December 3 & 4
10 AM - 5 PM
ChestnutSquare.org



49th HOLIDAY TOUR OF HOMES



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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EVERY SATURDAY
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Event Calendar



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Thank You for Your Continued Support

