



**Spring Farmers Market
& Farm Dinner
BAR WARS
Murder Mystery
Educational Programming; Prairie Camp**



Request

\$11,240

represents 78% of ad budget for these spring events





We have made a commitment to revise our ad spending and more closely track ROI. We feel that an increase in digital advertising best serves our purposes. We are decreasing our investment in print Stonebridge Ranch and Craig Ranch publications in order to free up funds for digital mediums.

Murder on Chestnut
 Murder Mystery Show & Dinner
 ChestnutSquare.org
 Saturday, March 27th at 6 pm
 Tickets on Sale!

WINTER MARKET
 DEC-MARCH
 1ST AND 3RD SATURDAYS
 9 AM until 1 PM
 CHESTNUT ST AT ANTHONY & DAVIS
 CHESTNUTSQUARE.ORG

FARMERS MARKET
 HISTORIC MCKINNEY
 Excellently Grown, Historically Charming!
 MCDC MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

OPEN EVERY SATURDAY 8 am - 12 Noon

Event Calendar

MAY

- McKinney Farmers Market Every Saturday, 8am-12Noon
- Mother's Day Tea May 1, 12Noon - 2 pm
- Farm Breakfast May 7, 8:30 am - 11 am

JUNE

- McKinney Farmers Market Every Saturday, 8am-12Noon
- Prairie Adventure Camp June, July, August
- Bar Wars June 6, 6 pm - 9 pm

MCDC
 MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

Prairie Adventure Camp
 June, July, & August
 Ages 7-14
 To register visit ChestnutSquare.org

BAR WARS
 JUNE 6, 2022
 6 PM - 9 PM



6 Month Grant period

Star Local	Monthly sponsorship of Community Profile	\$870
Community Impact	Monthly Ad (possible 2 x 1/6 pg)	\$5700
Fairview Town News	Monthly Targeted Audience	\$1500
Creekside Living/N2	Monthly print + Facebook Ad	\$2400
Edible Dallas	Targeted Farmers Market Ad	<u>\$1070</u>
		\$11,240
Signage/posters/discretionary	(Matching Funds/CS)	\$3000

We have specifically chosen the above mediums to target for different events/programs, so that we can more effectively track ROI.



**We are also committed to celebrate our 50th year(s) –
Holiday Tour of Homes in 2023 and the
Guild’s founding in 2024 -
with a more integrated marketing and branding campaign to
cross all mediums.**





Social Media Reach

Farmers Market

Chestnut Square

Facebook

21,366 followers

**Page Reach 22,610
(Boosted post)**

7434 Followers

6800 Likes – 6 months

Instagram

5461 Followers

Reach 57% increase

1932 followers

Reach 36.7% increase



**McKinney
Farmers Market at
Chestnut Square
is now an every
week, year 'round
market!
9am–12Noon
Jan – March
8am – 12Noon
April – Dec**



Thursday April 20, 2023



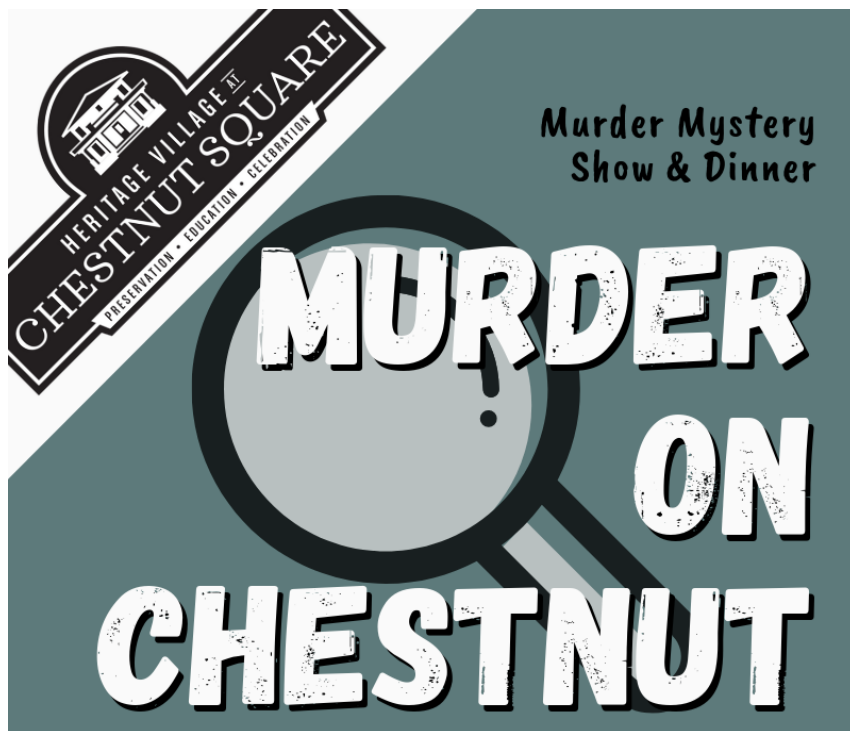
**New Committee!
New Ideas!
Same great food
Stay tuned for
details!**





Spring 2023 BAR WARS

**Plans in the works to have Farmers Market component and feature the winner at the Farm Fresh dinner event.
Stay Tuned!**



Murder Mystery Theater
We have not booked
Spring 2023 but are
working with
McKinney Repertory
Theater on a date!
**Our partnership is a
win-win!**



Prairie Adventure Camp

Weekly Sessions in June, July, & August
Perfect for ages 6-14



