



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



Request

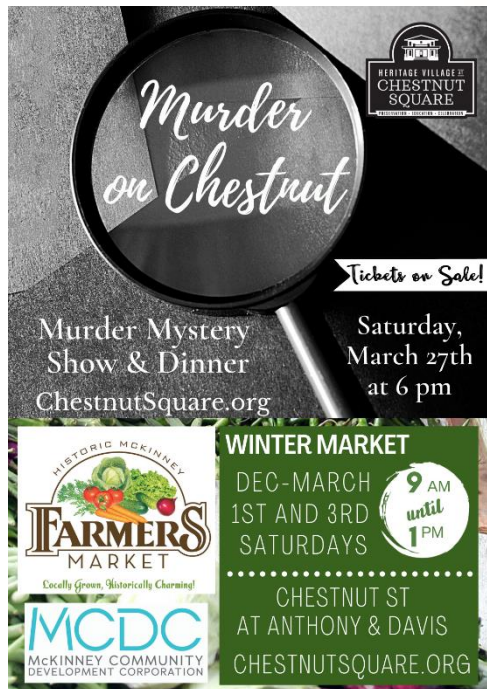
\$13,685

represents 90% of ad budget 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.





Community Impact	Monthly Ad	\$3450
Stonebridge Ranch News	Monthly Ad	\$725
Creekside Living/N2	Monthly print + Facebook Ad	\$2400
Drive Guide Dallas		\$600
Edible Dallas		\$1900
Signage/posters/discretionary		<u>\$4610</u>
		\$13,685

A discretionary allowance allows 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 Home Tour, and hit 10,000 households for \$1000!



Effective, creative advertising - with trackable results - continues to be a challenge. Our marketing committee is committed to broadening our reach north and west, and beyond McKinney to bring visitors to support local small businesses



Social Media Reach

Farmers Market

Chestnut Square

Facebook

18,000 followers
Page Reach 27% increase

Followers, 6.8 (2% increase)
6300 Likes – 6 months
Reach High - 6600

Instagram

Followers 52% increase
Reach 57% increase

1700 followers
Reach 36.7% increase

N2 Stats

3500-3800 reach
5,000-6,000 impressions

250+ click throughs



McKinney Farmers
Market at
Chestnut Square
2022
January 15
February 5 & 19
March 5 & 19
**Weekly April 2-
November 19**





Thursday April 28, 2022



Tickets on Sale Now!

FARM FRESH Craft Cuisine

MAY 20, 2021 | 6:30-10 PM



BENEFITING THE HISTORIC
MCKINNEY FARMERS MARKET

FOR TICKETS, PLEASE VISIT
CHESTNUTSQUARE.ORG



Farm Fresh Food Walk
Our new “walk around”
format was very
successful. 25
restaurants/market
vendors participated!
We are hoping for
continued growth &
evolvment



BAR WARS
AN OLD FASHIONED GOOD TIME
NOV. 15, 2021
6 PM - 9 PM
\$25

COCKTAILS BY

- CADILLAC PIZZA PUB
- THE CELT
- CT PROVISIONS
- E.J. WILLS GASTROPUB
- URBAN GRILL
- THE YARD

FOOD BY

- JEFF QUALLS

MUSIC BY

- PAT HARRIGAN

CIGARS BY

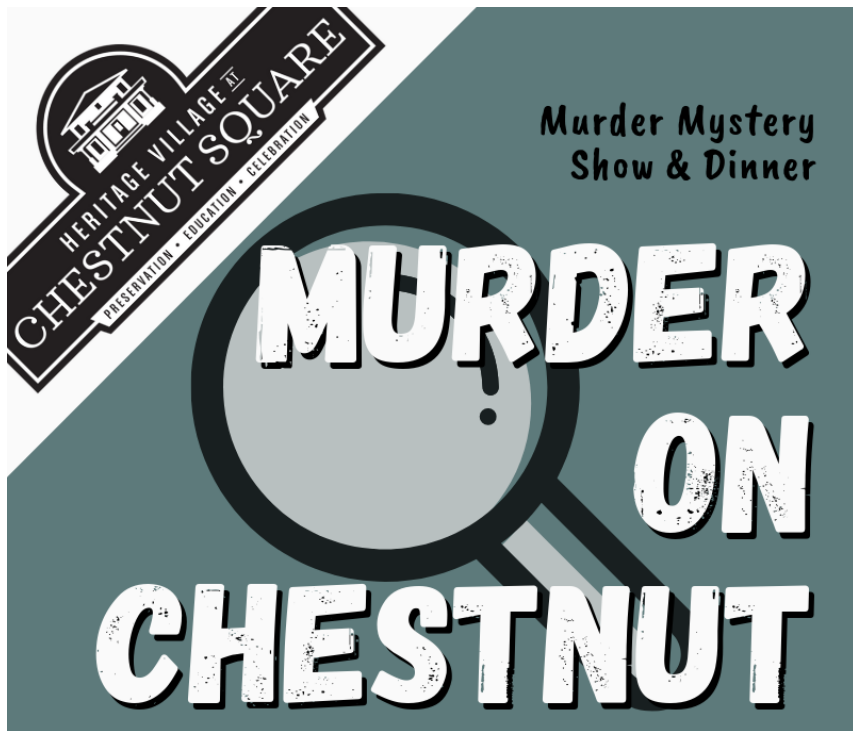
- EN FUEGO

AN OLD FASHIONED GOOD TIME was had by approximately 150 people at our inaugural bar tender competition. We are planning to expand to 2-3 times per year with different themes: (ex) Bloody Mary Brawl, Mule Madness, Margarita Melee....one idea is to have a component at the Farm Fresh event. Stay Tuned!



Tickets





Murder Mystery Theater
We have not booked
one for 2022 but are
working with
McKinney Repertory
Theater on a date!



Prairie Adventure Camp

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



Community Impact

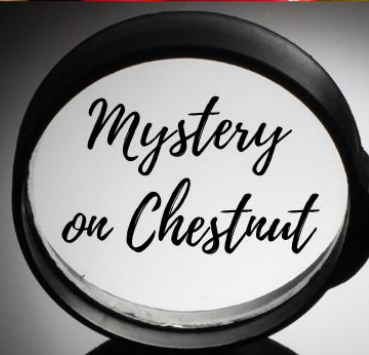


HISTORIC MCKINNEY
FARMERS MARKET
Locally Grown, Historically Charming!

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

CHESTNUTSQUARE.ORG **MCDC**
MCKINNEY COMMUNITY
DEVELOPMENT CORPORATION

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



Saturday,
August 15 at 6 pm



Drive Guide



HERITAGE VILLAGE AT CHESTNUT SQUARE

PRESERVATION • EDUCATION • CELEBRATION



FARMERS MARKET

HERITAGE VILLAGE AT
CHESTNUT SQUARE
PRESERVATION • EDUCATION • CELEBRATION

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 ENTERTAINMENT
PONY RIDES | FACE PAINTING | KIDZ WORKS

PRAIRIE ADVENTURE CAMP 2019

Register Today! ChestnutSquare.org

<p>CAMP 1: FUN & GAMES June 4-6 or July 9-11</p> <ul style="list-style-type: none"> • Weaving • Hand-spinning • Marbles & Jacks • Thaumetropes • Calling Cards • Butter Churning • Pie Making • Soap Making 	<p>CAMP 2: TOOLS OF THE TRADE 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>CAMP 3: HOP, SKIP & JUMP INTO THE PAST June 18-20 or July 23-25</p> <ul style="list-style-type: none"> • Hoppacatch • String Games • Nail Art • Book Making • Candle Making • Stick Weaving • Blacksmithing • Cornbread 	<p>CAMP 4: TEA PARTY 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



Festival

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
972-562-8730
ChestnutSquare.org



FINANCED IN PART BY
MCKINNEY
COMMUNITY
DEVELOPMENT
CORPORATION



Stonebridge Ranch



Prairie Adventure Camp

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

Farm Fresh Craft Cuisine

MAY 20, 2021



6:30-10 PM

BENEFITTING HISTORIC MCKINNEY FARMERS MARKET

N2 Neighborhood Magazines

Thank You for Your Consideration

