



**Spring Farmers Market
& Farm Dinner
Murder Mystery
Educational Programming
25th Annual Killis Melton Ice Cream Crank Off**



It's no secret that we, like many organizations, are struggling. We do not know what to expect next year. Our calendar reflects not only historically successful events, but also some that we found to be surprisingly popular even amongst the restrictions. It is our goal to capitalize on those outcomes, while at the same time continuing with our signature events in hopes that they will recover and once again be vibrant.



Refocus for 2021

- **We hired a professional marketing firm for social media, advertising and promotion of Chestnut Square; the results are improved branding, advertising continuity and streamlined social media campaigns.**
- **New staff member dedicated to the museum components of the organization to begin mid January.**
- **Capitalize on past successes amidst the restrictions – the Murder Mystery, Children’s camps and activities, and the Farmers Market were strong performers.**



Request

\$12,500

represents 80% 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 & Eldorado Living (N2 Publishing), social media ads and print materials for events – and whatever great ideas our marketing firm presents.





Community Impact	Monthly Ad	\$3450
Stonebridge Ranch News	Monthly Ad	\$725
Creekside Living/N2	Monthly print + Facebook Ad	\$2400
Collin County Guide		\$600
Edible Dallas		\$1900
Signage/posters/discretionary		<u>\$3425</u>
		\$12,500

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!



Rain or Shine...
Farmers Market is
open!



McKinney Farmers Market at Chestnut Square 2021

January 2 & 16

February 6 & 20

March 6 & 20

Weekly April 3-

November 20





Thursday April 29, 2021



Farm to Table Dinner

We honestly have no idea what to expect. With restaurants struggling, we are unlikely to have strong support. Our board will begin strategizing soon.



25th Annual Killis Melton Ice Cream Crank Off



2021

We are calling this year a
**25th Anniversary
DO – OVER.**

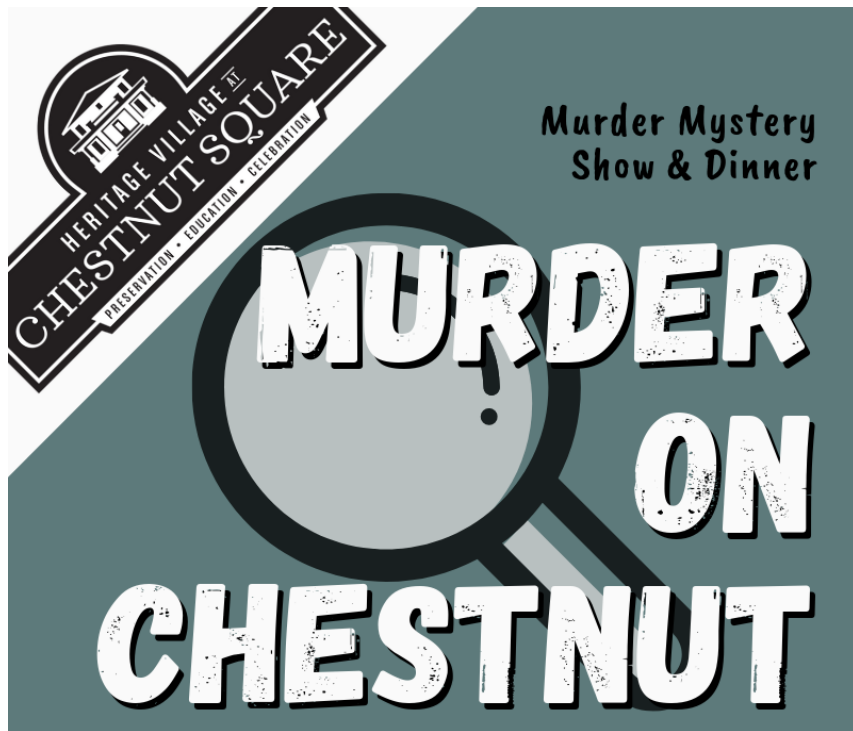
**It isn't fair that this
remarkable achievement
went under celebrated
due to the pandemic**



New to our request for your support

**Murder Mystery Dinner Theater and
Way Back Workshops & Prairie Camp**

These 2 programs were surprisingly successful, and we'd like the opportunity to expand our promotion of them.



Saturday, Feb 13



Way Back Workshops
March 8-12

Community Impact

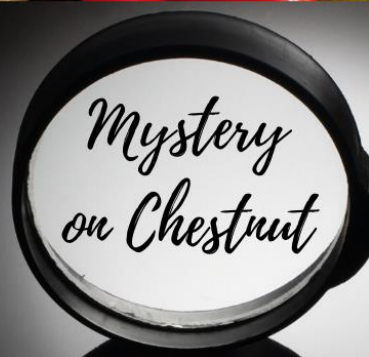


HISTORIC MCKINNEY
FARMERS MARKET
Locally Grown, Historically Charming!

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



**HERITAGE VILLAGE AT
CHESTNUT SQUARE**
PRESERVATION • EDUCATION • CELEBRATION

FARMERS MARKET

FRESH FRUITS & VEGETABLES
LIVE PLANTS | BAKED GOODS | COFFEE
FREE RANGED MEATS | HERBS
ARTISAN CRAFTS | LIVE ENTERTAINMENT
PONY RIDES | FACE PAINTING | KIDZ WORKS!



CHESTNUT STREET at ANTHONY & DAVIS

8AM 'til **12PM**

EVERY SATURDAY
from **APRIL** through **NOVEMBER**

PRAIRIE ADVENTURE CAMP 2019
Register Today! ChestnutSquare.org

<p style="text-align: center; background-color: #2e6b42; color: white; padding: 2px;">CAMP 1: FUN & GAMES</p> <p style="text-align: center; background-color: #2e6b42; color: white; padding: 2px;">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 style="text-align: center; background-color: #2e6b42; color: white; padding: 2px;">CAMP 2: TOOLS OF THE TRADE</p> <p style="text-align: center; background-color: #2e6b42; color: white; padding: 2px;">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 style="text-align: center; background-color: #2e6b42; color: white; padding: 2px;">CAMP 3: HOP, SKIP & JUMP INTO THE PAST</p> <p style="text-align: center; background-color: #2e6b42; color: white; padding: 2px;">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 style="text-align: center; background-color: #2e6b42; color: white; padding: 2px;">CAMP 4: TEA PARTY</p> <p style="text-align: center; background-color: #2e6b42; color: white; padding: 2px;">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



**24th ANNUAL
ICE CREAM CRANK OFF**

National Ice Cream Day

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



Collin County Guide

Farm Fresh Craft Cuisine

MAY 7, 2020 | 6-10 PM
 CHESTNUT SQUARE HERITAGE VILLAGE
 BENEFITTING HISTORIC
 MCKINNEY FARMERS MARKET

N2 Neighborhood Magazines

Winter Schedule: Dec-March
 1st and 3rd Saturdays, 9am-1pm

CHESTNUTSQUARE.ORG

NOVEMBER	DECEMBER
McKinney Farmers Market Nov. 7, 14, & 21 WayBack Wednesday Nov. 4 & 11 QuarantEA Nov. 5 & 18 Ghostly Haunting Nov. 21	47th Annual Holiday Tour of Homes Dec. 5 & 6 McKinney Farmers Market Dec. 5 & 19

2020 Chestnut Square Event Calendar



Thank You for Your Consideration

