

CHESTNUT SQUARE

HISTORIC VILLAGE

*Bringing Collin County
History to Life!*



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The Mission of the Heritage Guild of Collin County is

- *To celebrate community*
- *To preserve history*
- *To inspire the future*

We Achieve Our Mission By

Showing how people lived during a key period in Collin County history (1850-1920) with structures, artifacts and programming.

Our Mission is Supported Through

- *Volunteers/Members*
- *Grants/Donations*
- *Sponsorships*
- *Programming*
- *Facility Rentals*

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H I S T O R I C V I L L A G E

MCVB Promotional Funding Request

Chestnut Square has hosted 3 Murder Mystery Dinners in the last 2 years. Each one has sold out, but each one had its challenges. We held the first and third ones in the Bevel House onsite, where we can seat 60 guests. We held the second one outside – thinking we could double our revenues because we could seat 120 people – but there were too many obstacles with noise and visibility, so back to the Bevel House. We have used 2 different theater troupes as well.

After each event, we send out a questionnaire to our guests, and there was clearly a favorite troupe, and location!

With our parking challenges, we are having to be creative with our events. We are learning a lot! We have formed a partnership with Cleo Meredith at The Pantry to do the teas for the Holiday Tour of Homes, and we had the idea that The Pantry might be a good venue for our Murder Mystery scheduled for Feb 10, 2018. We have it reserved, and are thinking it can hold about 150 people. We plan to tier the pricing, with “premium seats”, “floor seats” and “mezzanine” seats.

In order to sell this event out, we will need to spend some money on advertising. In the past we have done posters for the Square, and an ad in Community Impact. But some larger budget advertising would not only sell this event out, but also bring in some folks from outside of the area. Our partners the North Texas Civilian Historians will execute the drama, and as they are from Mansfield, can help promote it outside of the immediate area. They have a nice following, and were already talking it up at the Ghost Walk!

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\$1500 (75% of budget)

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- **Posters – \$100**
- **Community Impact – \$575**
- **Dallas Morning News Digital (to bring in overnight guests) - \$1000**
- **Other out of the area options – Mansfield or other history related outlet**

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Income Comparison/Advertising Budget

FY2015	\$284,369	\$17,219	(6%)
FY2016	\$433,973	\$21,103	(5%)
FY2017	\$629,350	\$32,000	(5%)
FY 2018	\$497,100	\$25,500	(5%)

**Advertising budget consistent with
income**

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MCDC Promotional Funding Request

- **Chestnut Square is a real community and tourist attraction**
 - **A community focal point for historic information and events**
 - **Chestnut Square serves a diverse cross-section of Collin County, North Texas and beyond. 1/3 of our visitors are from McKinney, 1/3 from other parts of Collin County and 1/3 are from outside Collin County.**
- **The events, programs and attractions at Chestnut Square bring some 40,000 visitors annually to the area.**
- **Approximately 100 weddings will be held at Chestnut Square this year, bringing business to hotels, restaurants, caterers, and florists, and the resulting tax revenues to the city. In 2017 brides reported booking over 1500 hotel rooms.**

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Thank You for Your Consideration

