



HERITAGE VILLAGE AT
CHESTNUT SQUARE
PRESERVATION • EDUCATION • CELEBRATION





CHESTNUT SQUARE

Preserve History * Celebrate Community * Inspire the Future

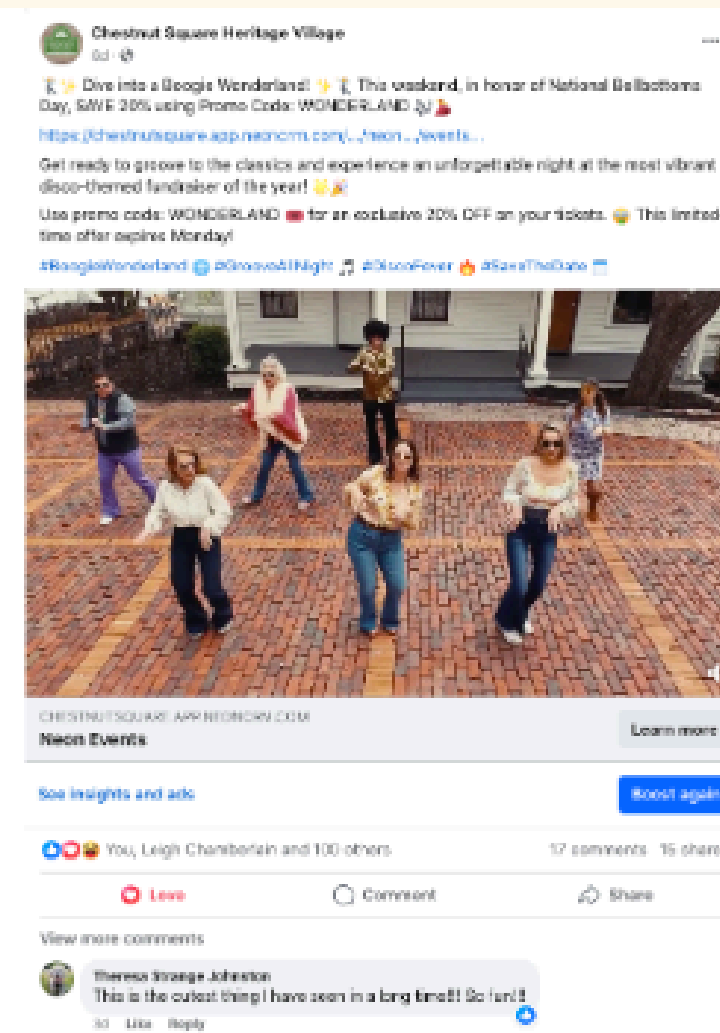
Impacting the Community one day at a time.



Highlight:
Reached 15K



Likes: 35 | Comments: 2 | Shares: 2 | Reach: 617



Likes: 106 | Comments: 17 | Shares: 15 | Reach: 9.2K

Boogie Wonderland 50th Anniversary



MCKINNEY FARMERS MARKET AT CHESTNUT SQUARE

Highlights
January - June
Reached 100K
Engaged 56K
Impact 8K +



This Saturday
8 am to noon

Locally Grown, Historically Charming!



ee

Prairie Adventure Camp

95% SOLD OUT



Ghostly Hauntings

98% Sold Out

Heritage Village at
Chestnut Square
315 S. Chestnut St.
McKinney, Texas

Join us for Ghostly Hauntings

APRIL 20TH * 8:00PM

Selling out FAST



COMMUNITY COLLABORATION

Chestnut Square Teams up with
McKinney Repertory Theatre
Tea and Conversations with Vince Pankoke
Community Impact : 85
\$5.00 Education Only
\$20.00 VIP Ticket



OPPORTUNITIES FOR IMPACT

McKinney Farmers Market at Chestnut Square

Every Saturday 8am-12pm

Special Events

Harvest Picnic Brunch October 18

Family Fun Fall Market October 26

Holiday in the Village December 14

Youth and Adult Education Workshops

Mystery Dinner Theatre

Collaboration with McKinney Repertory Theatre November 2-3

51st Holiday Tour of Homes

December 7-8

GOALS FOR IMPACT

Explore Different Platforms of Advertising

Historically, Chestnut Square has pursued print as the main means of advertising. We are adopting additional means to share the story of Chestnut Square.

Grow our Social Media Representation

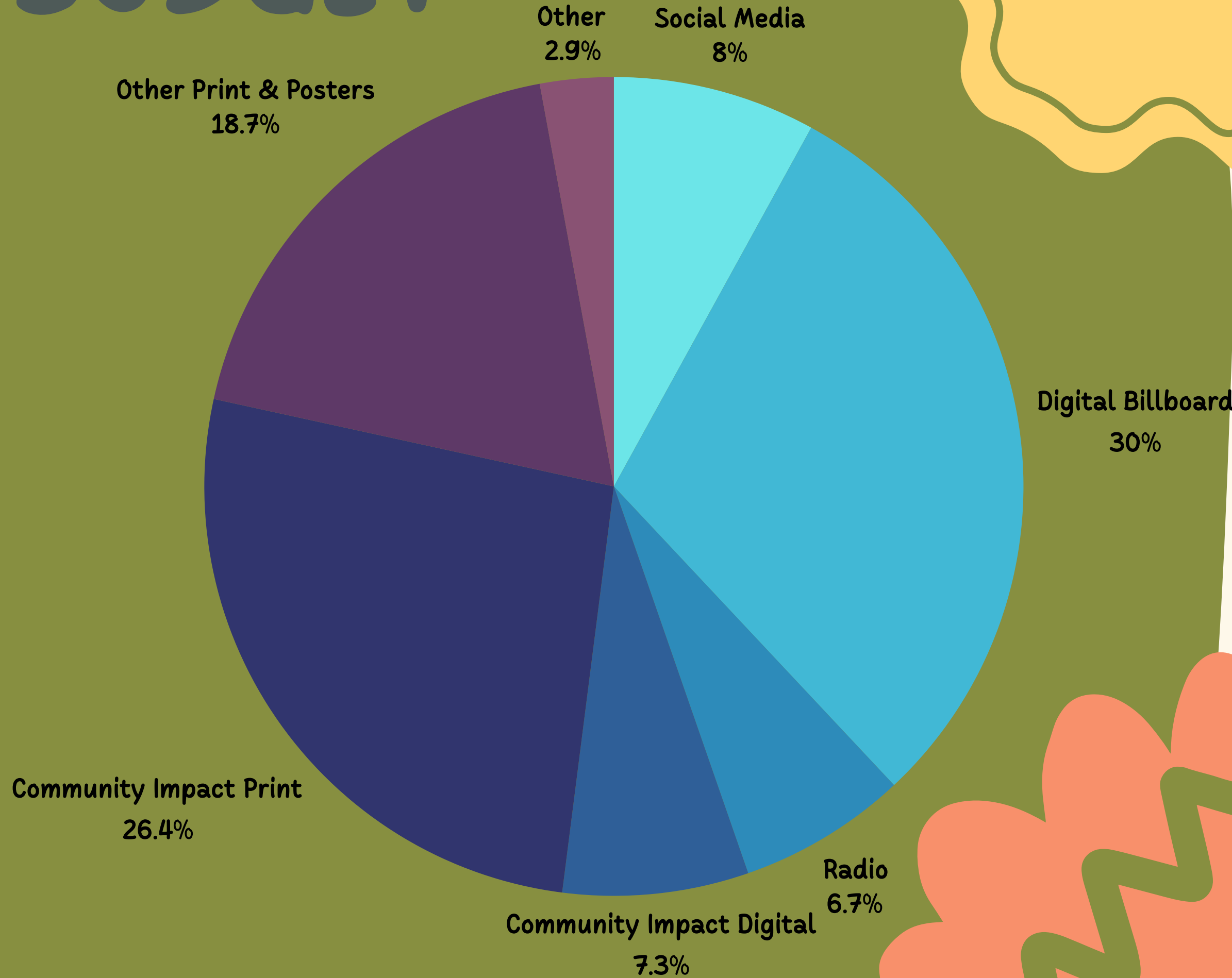
With an intense focus, Chestnut Square will pursue the growth of our social media base as we seek to share the story of Chestnut Square.

Immediate Impact

Our Facebook audience has grown by 11% over the past year with Chestnut Square followers growing 3% in just the last 7 days due to the boost of the Chestnut Square Hero Video.

MARKETING BUDGET

Farmers Market	\$4,530
Murder Mystery Dinner	\$3,300
Ghostly Hauntings	\$1,910
Holiday Tour of Homes	\$3,930
"Youth & Adult Education Events	\$1,325
<hr/>	
Total Request:	\$14,995



Join us on May 5 from 6:00-8:00 p
 Live from 315 College Street
 (The John S. Heard House)

Tour this gorgeous historic house and join u
 as we discuss the history of the Heard Famil



Prairie Adventure Camp
Summer 2024
 June & July | Ages 7-13
 Sign up for a
3-day Adventure Camp!



Voted #1
 Farmers Market
 in Texas



Prairie Adventure Camp
Summer 2024

June & July | Ages 7-14
 Sign up for a
3-day Adventure Camp!

Learn how to bake, make butter,
 sew, and weave like we used to!



Get Tickets Here

www.chestnutsquare.org



Prairie Adventure Camp
Summer 2024
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 Sign up for a
3-day Adventure Camp!



Voted #1
 Farmers Market
 in Texas



#1 IN TEXAS
 Shop homegrown, harvested,
 and handmade goods.
 Every Saturday, 9am - Noon.



chestnutsquare.org

