



where collin county history comes alive

Final Report

2018 Promotional Grant Cycle I

Tour de Coop, 23rd Annual Ice Cream Crank Off

6th Annual McKinney Tour de Coop



The McKinney Tour de Coop has been a program of Chestnut Square since 2016. each year the tour has grown until last year, 2018. Budgeted to gross \$8,000 in ticket revenue, we were short approximately \$4,000. \$3000 in sponsorship revenues was about the same as previous year.

3 things are attributed to this shortfall:

- 1) At the time of the tour on April 28, 2018, the Farmers Market was located on Hunt Street, while the coop activities were still at Chestnut Square.
- 2) New volunteer leadership of the tour caused some turmoil
- 3) Bad weather

Approximately 500 tickets were sold for the 2018 event, only about ½ of the previous year



The 2018 Tour de Coop was advertised in Community Impact (McKinney edition), Stonebridge Ranch News, Edible Dallas, Chet Garner (Day Trippin') E-news, Star Local Media (all Collin County editions), Dallas Morning News digital program, and on the billboard on I-75 just north of Eldorado.

Advertising Examples

6th Annual **Tour de Coop**

Tour starts at Chestnut Square

Saturday, April 28th
9 am - 2 pm

Tickets Available: mckinneytourdecoop.com

Every Saturday 8 am - Noon

from April 21st to November 17th

Temporary location on Hunt St between Kentucky & Tennessee

www.ChestnutSquare.org

HISTORIC MCKINNEY FARMERS MARKET Winter Market
MARCH 3 & 17

Every Saturday 8AM-NOON
BEGINNING APRIL 7
On Hunt Street between Kentucky & Tennessee

TOUR DE COOP
McKinney's Chicken Coop Tour
APRIL 28
Tickets Available Online Now!
MCKINNEYTOURDECOOP.COM

HISTORIC MCKINNEY FARMERS MARKET

EVERY SATURDAY 8 AM - NOON

Hunt Street between Kentucky & Tennessee

CHESTNUT SQUARE
972.562.8790

CHESTNUTSQUARE.ORG

6th Annual **Tour de Coop**

Tour starts at 315 E Chestnut Street
Tickets Available: mckinneytourdecoop.com

Saturday, April 28, 2018
9 am - 2 pm

Fancy Coop Treats, Charades, Vendors and Activities

www.ChestnutSquare.org

Every Saturday 8AM - Noon
April 7 - November 17

Located on Hunt St. between Kentucky & Tennessee

HISTORIC MCKINNEY FARMERS MARKET

Spring Farmers Market

WWW.CHESTNUTSQUARE.ORG

6th Annual **Tour de Coop**

Tour starts at 315 E Chestnut Street
Tickets Available: mckinneytourdecoop.com

Saturday, April 28, 2018
9 am - 2 pm

Fancy Coop Treats, Charades, Vendors and Activities

www.ChestnutSquare.org



The 23rd Annual Killis Melton Ice Cream Crank Off sported a new format and one new event – an Ice Cream Sandwich eating competition! The format featured clusters of competition flavor booths (“Crankers”) as opposed to all of them in one location. This improvement resulted in less waiting in lines for customers.

The 2018 event brought in \$8000 income vs. \$8500 budget, and \$1,000 less than 2017. Although this is our 3rd year to hold it on a Sunday, Father’s Day may have been a mistake. The 2019 event is scheduled for Sunday, July 21, National Ice Cream Day!

The Ice Cream Crank Off was advertised in Community Impact (McKinney Edition), Star Local Media (all Collin County editions), Stonebridge Ranch Magazine, the Billboard on I-75 near Eldorado, Edible Dallas, & Dallas Drive Guide.

And featured in Chet Garner’s (Day Trippin’) E-News, and on Channel 5 with Katy Blakey!



Advertising Examples

Every Saturday
8 am - Noon
April through November

FARMERS MARKET
Locally Grown, Locally Gained!

Temporary location on
Hunt St between
Kentucky & Tennessee

Prairie Adventure Camp
June • July • August
Camps are limited to 15 campers,
so register today!

• HOMEMADE ICE CREAM • FAMILY FUN •
• FOOD • ENTERTAINMENT •

**KILLIS MELTON'S
23rd ANNUAL
ICE CREAM CRANK OFF**

**FREE
ADMISSION**

**SUNDAY
JUNE 17th 11:30 AM - 3:30 PM**

Coolest place to be this Father's Day!

Chestnut Square Historic Village
McKinney, Texas
Find out more: www.ChestnutSquare.org

• HOMEMADE ICE CREAM • FAMILY FUN • FOOD • ENTERTAINMENT •

Coolest place to be this Father's Day!

**FREE
ADMISSION**

**SUNDAY
JUNE 17th
2018**
11:30 am - 3:30 pm

**KILLIS MELTON'S
23rd ANNUAL
ICE CREAM CRANK OFF**

Chestnut Square
Historic
Village
McKinney, Texas

WWW.CHESTNUTSQUARE.ORG

• HOMEMADE ICE CREAM • FAMILY FUN • FOOD • ENTERTAINMENT •

**FREE
ADMISSION**

**KILLIS MELTON'S
23rd ANNUAL
ICE CREAM CRANK OFF**

**SUNDAY
JUNE 17th**
11:30 AM - 3:30 PM

Chestnut Square Historic Village
McKinney, Texas

Coolest place to be this Father's Day!

Find out more:
www.ChestnutSquare.org

HOMEMADE ICE CREAM • FAMILY FUN
FOOD • ENTERTAINMENT

**KILLIS MELTON'S
23rd ANNUAL
ICE CREAM CRANK OFF**

**FREE
ADMISSION**

SUNDAY, JUNE 17th
11:30 - 3:30 PM

Chestnut Square
Historic Village
McKinney, Texas

Every Saturday
8 am - Noon
April through
November

Temporary location on
Hunt St between
Kentucky & Tennessee