



Spring Farmers Market

Tour de Coop

24th Annual Killis Melton Ice Cream Crank Off



McKinney Farmers Market at Chestnut Square Spring 2019

- **Moved back to Chestnut Square March 2**
- **Weekly schedule began April 6**
- **72 filled vendor spaces**
- **Possible expansion to 80**
- **Vendor feedback: Very Satisfied**



McKinney Farmers Market at Chestnut Square Spring 2019

- **Special Events**
 - **Village tours every week**
 - **Village Life: 2nd Saturday**
 - **Butterfly Garden Tour: 3rd Saturday**
 - **Pure Barre: 4th Saturday**
 - **Music every week**



1,000 +
customers
weekly

McKinney Farmers
Market at
Chestnut Square
2019

January 5 & 19

February 2 & 16

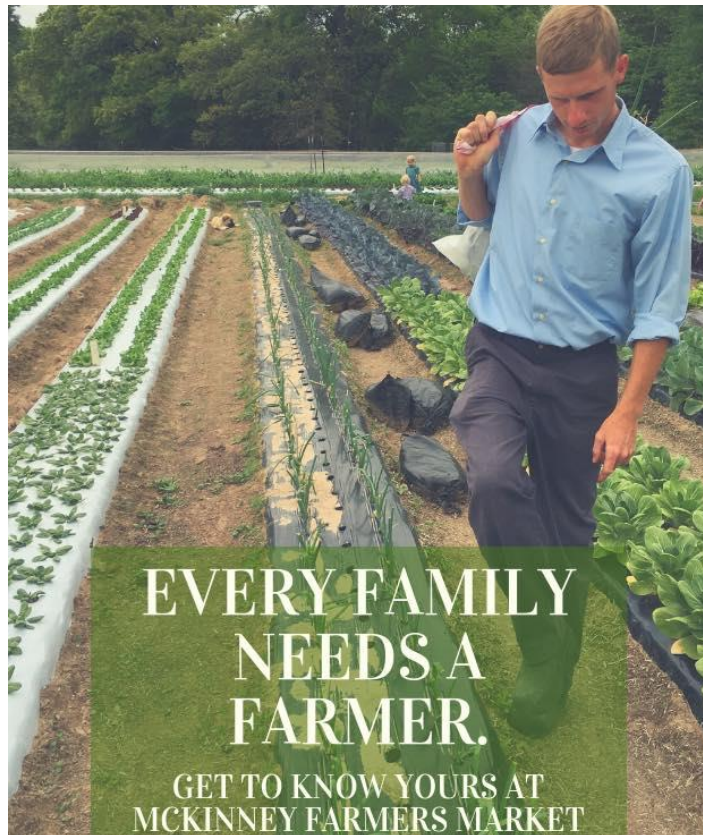
March 2, 16 & 30

Returns to

Chestnut

Weekly April 6 -

November 16







How the Funds Were Spent

Edible Dallas	Market and Coop Tour	\$850.00
Community Matters - April	Market and Coop Tour	\$145.00
Minute Man	Tour de Coop Posters	\$72.20
Community Impact - April	Market and Coop Tour	\$950.00
Minute Man	Market Posters	\$669.90
Star Local Media	Market	\$547.00
Minuteman Press	Market Cards	\$261.87
Community Matters - May	Market	\$145.00
N2 Publishing	Market and Coop Tour	\$200.00



Funds support advertising in: McKinney Community Impact, Star Local Media, Stonebridge Ranch Magazine, Edible Dallas, Creekside Living (N2 Publishing), KLAK Radio as well as print materials for events.

Examples of Promotional Pieces



2019 UPCOMING EVENTS:



2019 MARKET CALENDAR:

Every Thursday & Saturday, 11:00 am:
Guided Village Tours

Saturday,
April 27:
McKinney
Tour de Coop

June, July &
August: Prairie
Adventure Camps

Thursday,
May 2:
Farm to Market
FoodFest

Sunday, July 21:
Ice Cream
Crank-Off

Every Saturday, 8 am – Noon
April 6 through Dec 21

1st Saturdays:
Master
Gardeners
Series

2nd Saturdays:
Village Life
Series,
Trolley Tour

3rd Saturdays:
Butterfly Tour
Series

4th Saturdays:
Artisan Special
Event Series

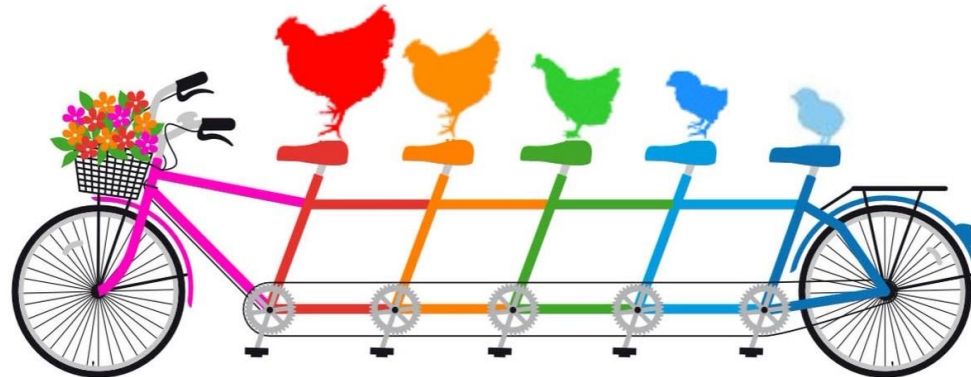


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COMMUNITY
DEVELOPMENT
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Follow us
for more
information,
scheduled
dates & times





Chicks Never Had It So Good!



8th Annual Tour de Coop April 27, 2019



- 5 coops
- 300 attendees
- Total revenues \$4500
- 53% under budget



McKinney  Tour de Coop

April 27th, 2019
9:00 AM - 2:00 PM

*Let's talk Chickens:
Lectures on Keeping
Backyard Chickens*

*Educational
Self-Guided Tours
of Urban Chicken
Coops*

*Vendors, Crafts
and Live Poultry
Displays*

Chicks Never Had It So Good!

HERITAGE VILLAGE AT CHESTNUT SQUARE
D&D Farm and Home
GALIN COUNTY HIP & STIR MARKET
MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

*"Early Bird" Registration at
McKinneyTourDeCoop.com*



- Total of \$3750 spent on advertising this event
- Social Media metrics improved
- Advertising dollars exceeded income
- Staff & volunteers not sure how to improve/proceed
- No tour on calendar for 2020



24th Annual Killis Melton Ice Cream Crank Off



People's Choice

Ted Lindblad





2019

- \$10,162 ticket Revenues
- Best gross revenues in 7 years
- \$5,000 Sponsorships
- 1500 attendees
- 13 Flavor Contestants (same as 2018)
- No geographic metrics available at this time, but one note: more people of non-white demographic than ever seen at any Chestnut Square event
- Surveys sent to buyers through Square, our main ticketing mechanism



How the Funds Were Spent

Funding supported the 2 ads below, however a total of \$3815 was spent on promotions and ads in local print and broadcast media

Edible Dallas	ICCO/Market	\$875.00
n2 Publishing	ICCO	\$200.00

Examples of advertising pieces



HERITAGE VILLAGE AT CHESTNUT SQUARE

National Ice Cream Day

KILLIS MELTON'S 24th ANNUAL ICE CREAM CRANK OFF & Festival

FREE ADMISSION

SUNDAY, JULY 21, 2019

11:00 AM - 3:00 PM

315 S. CHESTNUT ST
MCKINNEY, TEXAS

FOR MORE: CHESTNUTSQUARE.ORG

National Ice Cream Day

KILLIS MELTON'S 24th ANNUAL ICE CREAM CRANK OFF & Festival

Sunday July 21, 2019

FREE ADMISSION

HOMEMADE ICE CREAM
FOOD • FAMILY FUN
ENTERTAINMENT

11:00 AM - 3:00 PM

AT CHESTNUT SQUARE

ChestnutSquare.org

Every Saturday
8 am - 12 noon
April - November

CHESTNUT STREET BETWEEN ANTHONY & DAVIS

FARMERS MARKET

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

BALLOON ART FACE PAINTING PONY RIDES	ICE CREAM SANDWICH EATING COMPETITION	MAGIC SHOW CARNIVAL GAMES TRAIN DISPLAY
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playful

SPONSORED BY
MCKINNEY
COMMUNITY
DEVELOPMENT
CORPORATION

Market STREET

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McKinney, Texas

CHESTNUTSQUARE.ORG

KILLIS MELTON'S 24th ANNUAL ICE CREAM CRANK OFF

- HOMEMADE ICE CREAM •
- FOOD TRUCKS • ENTERTAINMENT •
- FAMILY FUN • CARNIVAL GAMES •
- BALLOON ART • MAGIC SHOW •
- FACE PAINTING • TRAIN RIDES •
- MODEL TRAIN EXHIBIT •
- ICE CREAM SANDWICH EATING COMPETITION •

playful

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DEVELOPMENT
CORPORATION

Market STREET



Thank you for your support. Without MCDC funding, the HGCC advertising budget would be half (or less). Not only do the promotions bring people to Chestnut Square (and McKinney), the funding supports local business in the media industry - neighborhood magazines, 2 local newspapers, a print shop and local radio.