



## **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*



**MURDER MYSTERY, AUGUST 17**

*Legends of McKinney Ghost Walk, October 25 & 26*

**Winter Season Farmers Market, Nov – March**

*Holiday Tour of Homes, December 7 & 8*



**Request of  
\$12,500**

**For advertising and promotion of fall and winter events.**

**Represents 52% of anticipated advertising expenses.**

**Funds support advertising in: McKinney Community Impact, Star Local Media, Stonebridge Ranch Magazine, Edible Dallas, Billboard on Central at Eldorado, Creekside Living (N2 Publishing), KLAQ Radio as well as print materials for events.**



- Revenue Share with Ovation Academy
- Student produced
- Net income \$1510
- \$500 share to Ovation

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

**MURDER MYSTERY, AUGUST 17**

**Historic McKinney**  
**FARMERS MARKET**  
 Locally Grown, Historically Charming!  
 WWW.MCKINNEYFARMERSMARKET.COM

**EVERY SATURDAY**  
 April - November  
 CHESTNUT ST  
 BETWEEN  
 ANTHONY & DAVIS

**8 AM**  
 until  
**12 NOON**

**Historic McKinney**  
 FUNDING PART BY  
 MCKINNEY  
 COMMUNITY  
 DEVELOPMENT  
 CORPORATION

**Historic McKinney**  
 HERITAGE VILLAGE AT  
 CHESTNUT SQUARE  
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**CHESTNUTSQUARE.ORG**

Murder Mystery Show & Dinner  
**MURDER ON CHESTNUT**  
 Saturday, August 17th

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**COMMUNITY IMPACT**

**N2 CREEKSIDE LIVING**



## Legends of McKinney Ghost Walk, October 25 & 26



- Trolley Tour of downtown with haunted stories: all 3 times sold out
- Ghostly Haunting (after dark) Tours: all 3 Sold out
- 270 tickets sold for Storytelling tour
- Net Profit \$7200
- Net Budget \$6750



N2, Edible Dallas,  
Community Impact,  
Stonebridge Ranch






**1,000 +  
customers  
weekly**

## **McKinney Farmers Market at Chestnut Square 2019**

**Weekly April 6 – November 16, & December 21**

- New Market manager hired October**
- Behind budgeted income, due to lowered booth fees for return to Chestnut Square**
- Market surveys show increased traffic from out of town and west side of McKinney**
- Increased Facebook traffic  18%, 13,000 followers**





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

CHESTNUTSQUARE.ORG



**WINTER MARKET DATES**  
 Jan 4 & 18  
 Feb 1, 15 & 29  
 March 7 & 21

**8 AM until 12 NOON**

CHESTNUT ST AT ANTHONY & DAVIS



CHESTNUTSQUARE.ORG



**WINTER MARKET DATES**  
 2019: Nov 16 & 23, Dec 21  
 2020: Jan 4 & 18, Feb 1 & 15, March 7 & 21

**8 AM until 12 NOON**

Chestnut Street at Anthony & Davis


**46th ANNUAL HOLIDAY TOUR OF HOMES**

**Saturday Dec 7, 2019**  
 10 am - 5 pm

**Sunday Dec 8, 2019**  
 11 am - 5 pm

**MURDER MYSTERY DINNER**  
 February 2020







**EVERY SATURDAY**  
 April - November  
 CHESTNUT ST  
 BETWEEN  
 ANTHONY & DAVIS

**8 AM until 12 NOON**

CHESTNUTSQUARE.ORG



**MURDER MYSTERY SHOW & DINNER**  
**MURDER ON CHESTNUT**  
 Saturday, August 17th





## *46th Annual Holiday Tour of Homes*

- 3 teas; 143/150 seats sold
- Price increase to \$25; no negative feedback
- Record number of tickets sold prior to day of event (since 2011)
- \$5750 Sponsorships
- Gross Revenue Projections; \$34,925 (excludes sponsorships; budget \$36,000)





HERITAGE VILLAGE AT  
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 PRESERVATION • EDUCATION • CELEBRATION



Saturday, Dec 7, 2019  
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 &  
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 11 am - 5 pm

**46th ANNUAL HOLIDAY TOUR OF HOMES**

**CHESTNUTSQUARE.ORG**




**CHESTNUTSQUARE.ORG**




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

**MCDCC**  
 MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

**Saturday, Dec 7 & Sunday, Dec 8, 2019**

Come see some of McKinney's most beautiful homes decorated for Christmas

**Tickets available at CHESTNUTSQUARE.ORG**





## Award Expenditures by Event

- Murder Mystery; \$752
- Ghost Walk; \$2090
- Farmers Market; \$3205
- HTOH; \$6613

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

**46th ANNUAL HOLIDAY TOUR OF HOMES**  
IN DOWNTOWN MCKINNEY

**SATURDAY, DECEMBER 7, 2019**  
10 am - 5 pm  
TOUR HOURS: 10 am - 5 pm  
\$25 per guest  
BRUNCH/TEA HOURS: 10 am & 4 pm  
\$15 advance purchase only

**SUNDAY, DECEMBER 8, 2019**  
11 am - 5 pm  
TOUR HOURS: 11 am - 5 pm  
\$25 per guest  
BRUNCH HOURS: 10 am  
\$15 advance purchase only

**CHESTNUTSQUARE.ORG**

SPONSORED BY MCKINNEY COMMUNITY DEVELOPMENT CORPORATION



**Thank You for Your Support**

