



Requesting Support for:

Historic McKinney Farmers Market

*Ghostly Haunting Tours*

**Educational Programming**

*Legends of McKinney Ghost Walk  
& Fall Murder Mystery*

**49<sup>th</sup> Annual Holiday Tour of Homes**



**We are excited to be on the rebound!**

**Our program revenues are performing above budget – The Farmers Market, School field trips, Village & Trolley Tours and the Ghostly Haunting tours are all showing strong increases.**

**Event revenues (Murder Mystery and Bar Wars) are also at or above budget projections. Our one disappointment was the Farm Fresh Food Walk. Great response, lots of fun, positive feedback, but lackluster ticket sales. We will reevaluate the current format before next year's event.**



Request

\$13,960

represents 79% of advertising budget for these events





## Changes in 2022

- The Farmers Market is growing – the vendors voted to schedule every Saturday all year long – except a Christmas holiday. We will host every Saturday this year except Dec 24, 8am – 12noon. And Jan-Mar 2023, 9am – 12 Noon. We hired a new marketing consultant who is focusing on events and vendors.
- The Holiday Tour of Homes will feature 6 historic homes and 2 bonus homes. Last year’s event boasted record setting revenues. We are offering a Christmas in July special on tickets.



**Funds support advertising:**

**McKinney Community Impact, Star Local Media, Stonebridge Ranch & Craig Ranch Magazine, Fairview Town News, Edible Dallas, Stroll Eldorado (N2 Publishing), event videos and social media ads, print materials for events**

This block contains three promotional graphics. The top graphic is for the "Historic McKinney Farmers Market" located at Chestnut St at Anthony &amp; Davis. It features a logo with various vegetables and a circular badge indicating the market is "OPEN EVERY SATURDAY" from "8 AM until 12 PM". The middle graphic is a schedule for the market, divided into "JULY" and "AUGUST" sections. It lists the market hours as "Every Saturday, 8am-12Noon" and includes other events like "Prairie Camp" and "Trolley Tour". Logos for "Heritage Village at Chestnut Square" and "McKinney Community Development Corporation (MCDC)" are present, along with a QR code. The bottom graphic is for a "Christmas in July Sale" and a "49th Annual Holiday Tour of Homes". It features a red ribbon banner with the text "HOLIDAY TOUR OF HOMES" and the dates "SATURDAY, DEC 3 &amp; SUNDAY, DEC 4". The website "ChestnutSquare.Org" is listed at the bottom.



Community Impact	Monthly Ad	\$4025
Stonebridge Ranch News	Monthly Ad	\$870
Craig Ranch News		\$1350
Fairview Town News		\$1500
Star Local (Gazette)		\$1015
Creekside Living/N2	Monthly print + Facebook Ad	\$2700
Drive Guide	Quarterly	\$600
Edible Dallas	Quarterly	<u>\$1900</u>
		\$13,960



## Event Budgets

	<b>Income</b>	<b>Expense</b>	<b>Contract Svcs</b>	<b>Net</b>
<b>Farmers Market</b>	\$ 60,000.00	\$ 16,500.00	\$12,000.00	\$ 31,500
<b>Education Programs</b>				
<b>Field Trips</b>	\$ 3,500.00	\$ 1,250.00		\$ 2,250.00
<b>Prairie Camp</b>	\$ 14,000.00	\$ 2,500.00		\$ 11,500.00
<b>Ghostly Hauntings</b>	\$ 4,200.00	\$ -		\$ 4,200.00
<b>Murder Mystery</b>	\$ 5,000.00	\$ 1,000.00		\$ 4,000.00
<b>Ghost Walk</b>	\$ 7,500.00	\$ 1500.00		\$ 6,000.00
<b>Home Tour</b>	\$ 40,000.00	\$ 5,000.00		\$ 35,000.00



## Print Medium Results

We are strategizing ways to track the effectiveness of print advertising. We have done post event questionnaires, surveys, social media polls and “coupon” or “special” offers in certain publications.

To date, we have been unsuccessful at defining the value of one publication over another, or print vs digital reach.

This year we are advertising different events depending on the publication to see if we can get a feel for what resonates with the different audiences.





**McKinney Farmers  
Market at  
Chestnut Square  
2022  
Weekly,  
April - December  
8am - 12Noon  
Jan - March  
9am - 12Noon  
2023**





Thank you for your  
consideration.