

Historic McKinney Farmers Market
Fall Events
Ghostly Haunting Tours
Educational Programming
Legends of McKinney Ghost Walk
48th Annual Holiday Tour of Homes &
Christmas in the Village



Refocus for 2021

- We hired a professional marketing firm for social media, advertising and promotion of Chestnut Square; the results are improved branding, advertising continuity and streamlined social media campaigns.
- A new staff member dedicated to the museum components of the organization began in January. Regular Village tour traffic has increased under her management.



- Capitalize on past successes amidst the restrictions –
 Children's camps and activities, Ghostly Haunting Tours and the Farmers Market were strong performers.
- We are hopeful that the addition of the Christmas in the Village (Lighting event) to the Holiday Tour of Homes will re-energize and restore this beloved favorite.



Event Synopsis

Historic McKinney Farmers Market

 continues to perform at or above budget projections. New Market Manager will bring professionalism & consistency to vendor relations.

Ghostly Haunting Tours

 Sells out almost every month. 92/96 available spots this fall. 90/90 as part of Ghost Walk weekend.

Legends of McKinney Ghost Walk

Most components highly successful, income slightly above budget by \$600. 160/160 trolley seats and 90/90 Haunted Tours. Improved "Legends" component with a "Murder Mystery" aspect. Feedback very positive – challenge is to sell more tickets.



48th Annual Holiday Tour of Homes & Christmas in the Village

- Home Tour; pre-sale tickets sold at record pace. Over 1,000 sold before event opened. However, only 300-350 at door, vs. 500-600 prior years. The buzz about the tour was great, weather was great, so we're unsure why. Some Covid uncertainty, perhaps
- Ticket buyers were from 109 zip codes!
- Christmas in the Village; suffered from too much going on at the same time. Board & staff re-thinking the challenges (and expenses) of trying to serve 2 audiences at once: Home Tour guests are not families and kids.
- One idea is to have the Christmas in the Village events with the Farmers
 Market on Saturday of Tour Day Santa, crafts, cookie decorating, etc.



Requested & awarded \$15,000 (90% of budget) for these events

Actual Marketing Expenses \$20,372

(Award = 74% of budget)









Funds support advertising:

McKinney
Community Impact,
Star Local Media,
Stonebridge Ranch
Magazine, Edible
Dallas, Creekside &
Eldorado Living (N2
Publishing





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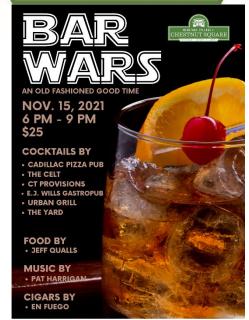






Funds support advertising:

Promotional event videos and social media ads, print materials for events

















LIGHTING OF THE VILLAGE AND FAMILY FRIENDLY ACTIVITIES











Event Results YTD (November 2021)

	2021 Budget	Income	Expense	Net	2020 Budget
Farmers Market	\$50,000	\$ 55,311.00	\$ 13,000.00	\$ 42,311.00	\$34,000
Ghostly Hauntings	\$4000	\$ 4,600.00	\$	\$ 4,600.00	\$2400
Ghost Walk	\$7500	\$ 8,400.00	\$ 800.00	\$ 7,600.00	\$4000
Home Tour (est)	\$35,000	\$ 42,128.00	\$ 5,000.00	\$ 37,000.00	\$15,000



Improved Social Media Results

Farmers Market

Facebook 18,000 followers

Page Reach 27% increase

Instagram Followers 52% increase

Reach 57% increase

Chestnut Square

6,800 (2% increase) followers

6300 Likes - 6 months

Reach High - 6600

1700 followers

Reach 36.7% increase



Print Medium Results

We are strategizing ways to begin tracking 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. The marketing committee of our board is taking on this challenge in the coming year (because we all know last year didn't count!)



& SUNDAY, DEC 5

HOLIDAY LIGHTING, SPECIAL SURPRISE GUEST

ATURDAY, DEC 4 & SUNDAY, DEC ChestnutSquare.Org

HOLIDAY GIFT MARI





DAYTOUR

TOUR HOME WWW.CHESTNUTSQUARE.ORG