



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**

LEGENDS OF MCKINNEY
Ghost WALK
OCT. 29 & 30
CHESTNUTSQUARE.ORG
Sponsored By **MCDC** MCKINNEY COMMUNITY DEVELOPMENT CORPORATION
Brought To You By **HERITAGE VILLAGE AT CHESTNUT SQUARE**

DEC. 4 & 5 **CHRISTMAS IN THE VILLAGE**

48th Annual
HOLIDAY TOUR OF HOMES
SATURDAY, DEC 4 &
SUNDAY, DEC 5

HISTORIC MCKINNEY
FARMERS MARKET
Locally Grown, Historically Charming!

OPEN EVERY SATURDAY
8 AM - NOON
CHESTNUT ST AT ANTHONY & DAVIS



Funds support advertising:

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

**OPEN EVERY SATURDAY
through Thanksgiving
8 AM - 12 PM**
Bi-weekly after Thanksgiving until April
Chestnut St at Anthony & Davis
ChestnutSquare.org

LEGENDS OF MCKINNEY

**Ghost
WALK**
OCT. 29 & 30

Brought to you by:
**HERITAGE VILLAGE AT
CHESTNUT
SQUARE**
PRESERVATION • EDUCATION • CELEBRATION

Sponsored by:
MCDC
MCKINNEY COMMUNITY
DEVELOPMENT CORPORATION

**OPEN EVERY SATURDAY
8 AM - 12 PM**
1st & 3rd Saturdays after Thanksgiving
until April 9 am - 1 pm
**CHESTNUT ST AT
ANTHONY & DAVIS**

**48th Annual
HOLIDAY TOUR
OF HOMES**

**SATURDAY, DEC 4 &
SUNDAY, DEC 5**
CHESTNUTSQUARE.ORG

Brought to you by:
**HERITAGE VILLAGE AT
CHESTNUT
SQUARE**
PRESERVATION • EDUCATION • CELEBRATION

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HERITAGE VILLAGE AT
CHESTNUT SQUARE
PRESERVATION • EDUCATION • CELEBRATION

Funds support advertising:

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

BAR WARS
AN OLD FASHIONED GOOD TIME
NOV. 15, 2021
6 PM - 9 PM
\$25

COCKTAILS BY

- CADILLAC PIZZA PUB
- THE CELT
- CT PROVISIONS
- E.J. WILLS GASTROPUB
- URBAN GRILL
- THE YARD

FOOD BY

- JEFF QUALLS

MUSIC BY

- PAT HARRIGAN

CIGARS BY

- EN FUEGO



48th Annual
HOLIDAY TOUR OF HOMES
TICKETS ON SALE OCT 15

HERITAGE VILLAGE AT CHESTNUT SQUARE
MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

SATURDAY, DEC 4 & SUNDAY, DEC 5
10 AM - 5 PM

48th Annual
HOLIDAY TOUR OF HOMES

SATURDAY, DEC 4 & SUNDAY, DEC 5
10 AM - 5 PM

PROPERTY SERVICES
T

IT'S MY MCKINNEY
MY SALES TAX DOLLARS SUPPORT THIS

BONUS
BONUS
New Build

HERITAGE VILLAGE AT CHESTNUT SQUARE
PRESERVATION • EDUCATION • CELEBRATION

Small Home Restoration

WWW.CHESTNUTSQUARE.ORG

CHRISTMAS IN THE VILLAGE

SATURDAY, DECEMBER 4
10 AM - 3 PM
& SUNDAY, DECEMBER 5
10 AM - 5 PM

LIGHTING OF THE VILLAGE AND FAMILY FRIENDLY ACTIVITIES





Event Results YTD (November 2021)

	2021				2020 Budget
	Budget	Income	Expense	Net	
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!)



Murder on Chestnut

HERITAGE VILLAGE AT CHESTNUT SQUARE

Tickets on Sale!

Murder Mystery Show & Dinner
ChestnutSquare.org

Saturday, March 27th
at 6 pm

FARMERS MARKET
Historic McKinney
Locally Grown, Historically Charming!

WINTER MARKET
DEC-MARCH
1ST AND 3RD
SATURDAYS
9 AM until 1 PM

CHESTNUT ST
AT ANTHONY & DAVIS

CHESTNUTSQUARE.ORG

MCDC
McKINNEY COMMUNITY DEVELOPMENT CORPORATION

LEGENDS OF MCKINNEY

HERITAGE VILLAGE AT CHESTNUT SQUARE

OCTOBER 29 & 30

Ghost WALK

CHESTNUTSQUARE.ORG

MCDC
McKINNEY COMMUNITY DEVELOPMENT CORPORATION

QR Code: Purchase Tickets

FARMERS MARKET
Historic McKinney
Locally Grown, Historically Charming!

WINTER SCHEDULE
DEC-MARCH
1ST AND 3RD
SATURDAYS
9 AM until 1 PM

CHESTNUT ST
AT ANTHONY & DAVIS

Sponsored By **MCDC** McKINNEY COMMUNITY DEVELOPMENT CORPORATION

Brought To You By **HERITAGE VILLAGE AT CHESTNUT SQUARE**

CHRISTMAS IN THE VILLAGE

SATURDAY, DEC 4 & SUNDAY, DEC 5

HOLIDAY LIGHTING, SPECIAL SURPRISE GUEST, KIDS ACTIVITIES AND CRAFTS, CONCESSIONS AND HOLIDAY GIFT MARKET

Sponsored By **MCDC** McKINNEY COMMUNITY DEVELOPMENT CORPORATION

Brought To You By **HERITAGE VILLAGE AT CHESTNUT SQUARE**

CHRISTMAS IN THE VILLAGE

SATURDAY, DEC 4 & SUNDAY, DEC 5

HOLIDAY LIGHTING, SPECIAL SURPRISE GUEST, KIDS ACTIVITIES AND CRAFTS, CONCESSIONS AND HOLIDAY GIFT MARKET

48th Annual HOLIDAY TOUR OF HOMES

SATURDAY, DEC 4 & SUNDAY, DEC 5

ChestnutSquare.Org

48th Annual HOLIDAY TOUR OF HOMES

TOUR HOME

MCDC
McKINNEY COMMUNITY DEVELOPMENT CORPORATION

WWW.CHESTNUTSQUARE.ORG

48th Annual HOLIDAY TOUR OF HOMES

SATURDAY, DEC 4 & SUNDAY, DEC 5

ChestnutSquare.Org

Thank you for your ongoing support!