

McKINNEY COMMUNITY DEVELOPMENT CORPORATION

Final Report

Organization: Heritage Guild of Collin County

Funding Amount: \$9000

Project/Promotion/Community Event: Farmers Market/Ghost Walk/Holiday Tour of Homes

Start Date: August 2017

Completion Date: 12/15/17

Location of Project/Promotion/Community Event: Chestnut Square Historic Village

Please include the following in your report:

- Narrative report on the Project/Promotion/Community Event
- Identify goals and objectives achieved
- Financial report – budget as proposed and actual expenditures, with explanations for any variance
- Samples of printed marketing and outreach materials
- Screen shots of online promotions
- Photographs, slides, videotapes, etc.
- Performance against metrics outlined in application

Please submit Final Report no later than 30 days following the completion of the Project/Promotion/Community Event to:

McKinney Community Development Corporation
5900 S. Lake Forest Blvd., Suite 110
McKinney, TX 75070

Attn: Cindy Schneible
cschneible@mckinneycdc.org

Fall advertising recap: \$19,555

Subject	MCDC	HGCC	Total
Fall Farmers Market/General exp	\$2750(46%)	\$3205	\$5955
Ghost Walk exp	\$850 (53%)	\$575	\$1600
Home Tour exp	\$5400(45%)	\$6600	\$12,000

The Farmers Market continues to be one of the best in the area, not just in terms of the number of vendors, but in sales for the vendors themselves. As we transitioned to the downtown location, it became difficult to quantify the traffic, but vendors will tell you that their proceeds are favorable. Fall Farmers Market advertising included Edible Dallas, Community Impact, Dallas Morning News Digital and some travel publications. New ideas for 2018 – we are replacing the weekday Adriatica market with a weekday market on property – to be hosted in partnership with our new neighbors at Davis on the Square, in an effort to serve their tenants.

The Ghost Walk took a new format this year as we focused entirely downtown due to lack of parking onsite. Ticket sales were strong, but not record breaking. We budgeted net income of \$6500, actual net was \$5967. The grant helped offset our advertising costs of \$1600, the majority of the event expenses. We sold approximately 500 tickets, again, good but not great. Our favorable net was due to cost reductions. We anticipate that Ghost Walk will yet again be transformed as we move back to Chestnut Square.

The Holiday Tour of Homes was wildly successful this year – the finances are not final yet but we estimate that we sold 1500 tickets – a very good year. Ticket sales prior to the event numbered over 1000 as compared to last year, last year we sold 500 ahead of time. We spent over \$5000 to advertise the tour in the Star Local Media publications across Collin County. The idea was that the tour guide be the advertising – it was inserted into over 100,000 Collin County editions the week before the tour. The concept served two purposes – 1) to advertise more widely, and 2) to get better visibility for our tour sponsors. In prior years, the 20 page booklet cost about \$3500 to produce and was only distributed to ticket buyers – 1200-1800 of them. For \$4,000, over 100,000 guides were distributed to subscribers and 5000 were printed for our use, resulting in a much wider audience for our advertisers.

Our ticket buyers came from 4 states – and 89 zip codes. Last year we recorded visitors from 57 zip codes – an increase of 36%. The only different advertising was the newspaper insert. We also advertised the Home Tour in Houston Home & Garden, Chet Garner’s e-news, and our traditional DFW outlets. While we don’t have data on hotel stays, we know several groups that ate and shopped while they were visiting!

Visit Chestnut Square on Facebook or look on this link for pictures (link good until Jan 15!)

Password: HToH2017

<https://azurephotography74.pixieset.com/holidayhometour/>

