



McKINNEY COMMUNITY DEVELOPMENT CORPORATION

Final Report

Organization: Heritage Guild of Collin County

Funding Amount: \$12,500

Farmers Market - \$5,000, Tour de Coop - \$3,750, Ice Cream Crank Off - \$3,750

Project/Promotion/Community Event:

Start Date: Mar 2017

Completion Date: Sept 2017

Location of Project/Promotion/Community Event:

Chestnut Square Historic Village, downtown McKinney

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

The Farmer's Market has endured many challenges over the last two years, beginning with parking constraints and ending with the physical move of the market to an offsite location.

Prior to the move on July 29, the vendors reported a drop in sales, and there were considerable numbers of customer complaints about parking challenges. We incurred a \$500 a month expense to rent a private parking lot for Chestnut Square events, ramped up advertising (with your help), and still experienced a decrease of approximately 20% in visitor traffic.

The move to downtown occurred after the market was in full swing, and with your help, got the word out about the change quickly. (although surprisingly, we still have questions on Facebook about where the market is located).

Vendors report positive sales results attributed to the move – more parking, more space, more visibility. Although, there is a lingering question – long time vendors will tell you that they are not serving the same customers. While most of their sales *levels* are back to pre-construction levels (and some beyond), the customer base is different. Where are the old customers who used to fight for parking at Chestnut Square? And where are these new customers coming from, and will they follow us back to Chestnut Square? One guest of Chestnut Square recently told me that his friends who live in Allen came to the market regularly – but don't like it "in a parking lot" and can't wait for it to come back!

We are struggling to find the answers, but will continue to seek them as we close out the winter and prepare to return in April 2018.

That said, the Farmers Market continues to be a highlight for residents and tourists alike. This year, we've been filmed by 1) a company producing a pilot for a show on farmers markets for HGTV or the Food Network (or similar outlet), 2) the Dallas Chamber for their pitch to Amazon for HQ2, to name a few. I've also had the pleasure of being invited to two other cities to talk about implementing and sustaining a market.

Quote from Lynn Scarborough, the filmmaker who chose McKinney Farmers Market as her subject for a TV pilot:

"McKinney Farmer's Market is the real deal with quality vendors, produce, products and all the charm that makes a farmer's market so special. The McKinney Farmers market is a true asset to the businesses, vendors and community. It provides a terrific product for the community - organic, fresh, homegrown, home made and unique. This market provides a great atmosphere and robust clientele for the vendors who work tirelessly to provide the best that they can grow and make. This market has a wonderful family community feel that is genuinely a joy to attend. I have been to over a hundred farmers markets around the nation and can say without a doubt that McKinney is in the top 10% for quality, charm and value. There are many communities that attempt to have farmers market but McKinney does it right and is an example to the state. I hope those in McKinney realize the asset they have in the market."

As we look forward to our move back to Chestnut Square in April of 2018, we are discussing ways to engage our new neighbors, to shop the market, patronize our events, and just visit Chestnut Square. We look forward to partnering with the leasing company to begin this relationship from the onset.

CHESTNUT SQUARE

HISTORIC VILLAGE

May 23, 2017

Cindy Schneible, Executive Director
McKinney Community Development Corporation
5900 S. Lake Forest Drive, Ste. 110
McKinney, TX 75070

Dear Cindy:

5th Annual Coop de Tour – McKinney's Chicken Coop Tour

2017

Ad dollars: \$3481 (Grant)
Msdse/promotional items: \$2114 (Totes and Tees)
Sponsorship Income \$5000
Other income \$7352
Net Income: \$9738

2016

Ad dollars: \$3782 (Grant)
Msdse/promotional items: \$2102 (Totes and Tees) (Grant)
Sponsorship Income: \$3900
Other Income: \$7415
Net Income: \$9343

2017, year 5, is nearly identical to year 4, as reported above. We increased sponsorship dollars by \$1100, which increased our spending capacity for merchandise. As you can see by the numbers, ticket & merchandise sales (other income) are nearly identical.

The weather this year gave us a scare, in fact, there was a discussion about canceling. But the storms never materialized, and we sold \$1500 in tickets on Saturday of the event. (approx. 150). Still, we believe the weather had a negative impact, ticket sales were down slightly.

Even better news – 55 new contacts were added to our database (means 55 unique ticket buyers) and 140 people played the electronic scavenger hunt – a new component this year.

Thank you so much for your support of this event!



Jayme Pedigo, Executive Director
Heritage Guild of Collin County



Free Media Engagement :

<http://dfw.cbslocal.com/2017/04/28/nothing-fowl-about-this-years-chicken-tour-de-coop/>



And we got a FREE booth at the Garden Show at Meyers Park March 18 & 19, thanks to our friend Dr. Greg Church at the Agri-Life Extension office!

Jaymie Pedigo,
Executive Director
The Heritage Guild of Collin County

CHESTNUT SQUARE

HISTORIC VILLAGE

July 13, 2017

Cindy Schneible
Executive Director
McKinney Community Development Corporation
5900 S. Lake Forest Drive, Ste. 110
McKinney, TX 75070

22nd Annual Killis Melton Ice Cream Crank Off Final Report

By all accounts, 2017 was the best Ice Cream Crank Off ever for Chestnut Square. The parking constraints forced us to try a Sunday – and we were unsure of the impact that would have – but it was clearly not a problem! We had more sponsorship income than ever, we had 26 crankers and over 30 flavors submitted to the judges, and a few extras for serving, we estimate the crowd at some 3500, and even before sponsorship funds it was the best income year to date. (We do not, however, consider it a big fundraiser).

People reported waiting in line over an hour to get in the competition tent, but no complaints! We have ideas to configure that differently next year to avoid any inconvenience. And we will again hold it on a Sunday, so as not to interfere with Farmers Market.

The re-opening of Doc & Clyde's freezer collection, and the advertising we are able to do with your support, help bring the free high profile publicity (Channel 5 Texas Connects Us and Channel 8 Good Morning Texas) that reached people from all over the Metroplex. We met folks from Cleburne, Arlington, Sulphur Springs, Garland, and The Colony – none who had been here before.

Thank you for your continued support!

Sincerely,



Bringing Collin County History Alive!