

CHESTNUT SQUARE

HISTORIC VILLAGE

315 South Chestnut Street, McKinney, Texas 75069 972-562-8790

January 29, 2016

Cindy Schneible
McKinney Community Development Corporation
5900 S. Lake Forest Blvd, #110
McKinney, TX 75070

Cindy –

As I am sure you know, 2015 was a difficult year for Chestnut Square. Leadership changes, event revenue shortages, and the change in direction for the Dulaney House project proved to be trying for everyone involved.

However, there were many bright spots. We obtained funding from the Collin County Historical Commission for some necessary repairs, which had not been the case in recent years. We had an excellent year at the Farmers Market. The Holiday Tour of Homes brought in record levels of guests and income. And despite two fundraisers falling vastly short of projected revenues, we still managed to finish the year with positive cash flow.

Another positive was our wedding rentals. 2014 saw wedding and venue rentals of \$140,000, with 89 wedding held as a result in 2015. In 2015, however, wedding sales topped \$250,000, a 46% increase over 2014, and a large increase over projected sales. Our new website helped increase traffic, and the improvements MCDC funded last year helped boost our conversion rate.

The vacancies in our wedding calendar are mainly during January, February, March, November and December. You might guess that one reason is that indoor space is limited. One of the most unique spaces in our wedding venue is the pergola, and we are requesting funds to winterize it - to maximize our space - and increase not only our wedding business, but that of local hotels, florists, salons, decorators, restaurants and caterers.

We thank you for the opportunity to apply for the consideration of funding for this project.



Jaymie Pedigo
Executive Director