



FINAL REPORT

Fall Events

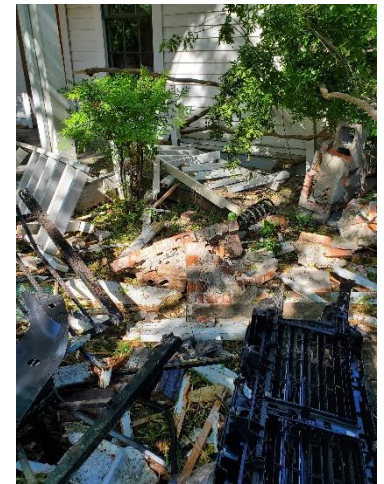
**Farmers Market, Ghost Walk, Murder Mystery,
Fall Fundraiser and Holiday Tour of Homes**



2020 - the year of change!

- We hired a professional marketing firm for social media, advertising and promotion of Chestnut Square
 - Subsequently, our look is more cohesive, professional and our reach is growing steadily.

• And in addition to the Coronavirus, we got this!





2020 - the year of change!

- All of our events looked different this year. Our best performing events/programs:
 - Farmers Market - 72% of original budgeted revenues, 125% of amended budget
 - Ghost Walk - 67% of original budget, 143% of amended budget
 - Chestnut Square entire budget performance
 - 89% of original budget
 - 96% of amended budget
 - However, 15 weddings are paid in full but not executed yet



HERITAGE VILLAGE AT
CHESTNUT SQUARE
PRESERVATION • EDUCATION • CELEBRATION



Award
\$13,000





Funds support advertising: McKinney Community Impact, Star Local Media, Stonebridge Ranch Magazine, Dallas Drive Guide, Edible Dallas, Collin County Guide, Creekside & Eldorado Living (N2 Publishing), social media ads and print materials for events.





Social Media Reach Farmers Market

- Facebook
 - New Followers - 25% increase in 2020
 - Average Weekly Reach - 923-18853
- Website
 - Farmers Market page - 20,000 views January - August
- Instagram
 - Our account was locked for many months due to a former password issue; we now have it back up and active



Social Media Reach

I wanted to mention the social media statistics because we have hired AJ Micheletto to assist with our marketing & SM as well as a professional to maintain our website. Our reach and effectiveness has grown greatly with this investment and wanted you to note that the advertising grants are augmented by improved design and enhanced social reach.

Our website is averaging 3500 views monthly, and all Facebook and Instagram pages have increased followers by 10-15%.



HERITAGE VILLAGE AT CHESTNUT SQUARE

PRESERVATION • EDUCATION • CELEBRATION

Ad Examples



8 AM until 12 PM

CHESTNUT ST AT ANTHONY & DAVIS

Winter Schedule: Dec-March
1st and 3rd Saturdays, 9am-1pm

CHESTNUTSQUARE.ORG 

NOVEMBER	DECEMBER
McKinney Farmers Market Nov. 7, 14, & 21	47th Annual Holiday Tour of Homes Dec. 5 & 6
WayBack Wednesday Nov. 4 & 11	McKinney Farmers Market Dec. 5 & 19
QuaranTEA Nov. 5 & 18	
Ghostly Haunting Nov. 21	

2020 Chestnut Square Event Calendar




OPEN EVERY SATURDAY through Thanksgiving
8 AM - 12 PM
Bi-weekly after Thanksgiving until April

CHESTNUT ST AT ANTHONY & DAVIS




Ghost WALK

OCT. 30 & 31

LEGENDS OF MCKINNEY

EVENT SPONSOR



PRESENTING SPONSOR

Stonebridge Videography

FEATURED SPONSOR



Joci Miceli Realty Group
FATHOM

BAYLOR, SCOTT & WHITE
DREES CUSTOM HOMES
INTEGRITY CUSTOM
MCKINNEY SECURITY SYSTEMS
SUSAN K. BEERS, FATHOM REALTY
HOME TRUST MORTGAGE, ROB SPRING
MARKET STREET
RANDOLPH BROOKS FEDERAL CREDIT UNION
REPUBLIC TITLE
VIRTUAL TOWN TOURS



HERITAGE VILLAGE AT
CHESTNUT SQUARE
 PRESERVATION • EDUCATION • CELEBRATION

LEGENDS OF MCKINNEY



Ghost WALK

OCTOBER
30 & 31

MCDC
 MCKINNEY COMMUNITY
 DEVELOPMENT CORPORATION

CHESTNUTSQUARE.ORG



47th Annual **HOLIDAY TOUR OF HOMES** \$25

SATURDAY, DEC 5 & SUNDAY, DEC 6
 10 AM - 5 PM

VIEW HISTORIC MCKINNEY HOMES FROM THE VICTORIAN ERA

Four homes at Chestnut Square, all dolled up for the holidays, and virtual tours featuring the 5 oldest residences in McKinney. Enjoy the virtual tours in the Chapel at Chestnut Square or on your own device - drive or walk to see the exteriors as you wish.

Chestnut Chats - presentations include glimpses of Victorian life in McKinney, unique architecture, the relevance of historic preservation

Craft Sale, Craft workshops, Music, food for purchase & more

To purchase tickets visit
www.chestnutsquare.org




HISTORIC MCKINNEY **FARMERS MARKET**
 Locally Grown, Historically Charming!

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

CHESTNUTSQUARE.ORG **MCDC**
 MCKINNEY COMMUNITY DEVELOPMENT CORPORATION



September Events
McKinney Farmers Market
Every Saturday
Ghostly Haunting
 Sept. 19
QuaranTEAS
 Sept. 23





- **FACEBOOK ANALYTICS**

- Home Tour 24 posts, 10,273 views
- Christmas in the Village 11 posts, 5923 views
- Sponsor Thanks 12 posts, 6010 views
- **Total # of views, Sept 23- Dec 9** **22,206**

- **DIGITAL ADVERTISING:**

- N2 digital ad: Views, 3241 Clicks, 304

- **WEBSITE ANALYTICS:**

- Home Tour page 1347 views, 2.25 minutes avg
- Christmas in the Village page 613 views, 2.21 minutes avg

- **Signage at Event**

18" X 30" A Frame signs



PAID MEDIUM:

- **Star Local Collin County Editions**
 - November 15th Plano Star Courier 58,956
 - November 15th McKinney Courier Gazette 29,855
 - November 15th Zone 4 – Frisco, Little Elm, Celina 33,019
 - November 19th Allen American 28,936
- **Community Impact** 73,681
 - Extra “Sticker” ad on front cover 12,547
- **Stonebridge, Eldorado Estates & Creekside neighborhood magazines** 3,500
- **Edible Dallas**
 - Printed distribution 20,000
 - Views of the online digital issue 17,000
 - Social media 15,000 followers
- **Annual Home Tour poster** 200 copies distributed
- **Tour Guides & Programs** 900 copies



Thank You for Your Support

