

Report on Tour de Coop, provided by Jaymie Pedigo, Heritage Guild of Collin County:

Cindy – I just wanted to give you a few tidbits about the Coop Tour. As you know, it was featured on Good Morning Texas, as well as this blog <http://www.greensourcedfw.org/articles/two-coop-tours-give-north-texans-birds-eye-view-urban-farming>. This is free exposure that are a side benefit of the dollars you provide for advertising!

A few stats – the day GMT aired, the Tour de Coop website logged over 1100 unique visitors on their website, and over 2000 total for that day.

Last year, they sold 375 tickets, this year, 507. If the weather had been beautiful, instead of just marginal, I am sure we would have sold another 100 plus.

As you might imagine, this kind of exposure for Chestnut Square and the tour is going to benefit us in so many ways. Yvonne might have some other input for you – but I wanted you to see the benefit to this event because of your funding. We are so grateful for the support of CDC -