



Spring Farmers Market
& Farm Dinner
Murder Mystery
Educational Programming
25th Annual Killis Melton Ice Cream Crank Off



Murder Mystery

- Saturday, March 27
- Rescheduled from Feb 13
- <\$600> Budget
- Different format to minimize contact and service aspects
- Fun evening, but warrants refresh
- Cancelled one scheduled in August

Murder on Chestnut

HERITAGE VILLAGE AT CHESTNUT SQUARE
PRESERVATION • EDUCATION • CELEBRATION

Tickets on Sale!

Murder Mystery Show & Dinner
ChestnutSquare.org

Saturday, March 27th
at 6 pm

HISTORIC MCKINNEY
FARMERS MARKET
Locally Grown, Historically Charming!

MCDC
MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

WINTER MARKET
DEC-MARCH 1ST AND 3RD SATURDAYS
9 AM until 1 PM
CHESTNUT ST AT ANTHONY & DAVIS
CHESTNUTSQUARE.ORG



Educational Programs Prairie Adventure Camp

- 9 weeks, June-July-Aug
- 7/9 camp sessions sold out
- Best income year since 2017 with no price increase
- \$1500 over budget

KILLIS MELTON
ICE CREAM CRANK OFF

25th
Annual

DO-OVER

Save the Date

SUNDAY, JULY 18

Sponsored By **MCDC**
McKINNEY COMMUNITY DEVELOPMENT CORPORATION

Prairie Adventure Camp



June, July & August
Ages 6-14
To register visit
chestnutsquare.org

Brought To You By



FARMERS MARKET
Locally Grown, Historically Charming!

OPEN EVERY SATURDAY

APRIL THRU
THANKSGIVING

8 AM
until
Noon

DEC-MARCH 1ST AND 3RD SATURDAYS

CHESTNUT ST
AT ANTHONY & DAVIS

Watch our promo video here:
<https://youtu.be/njKO2By5AU8>

Tickets on Sale Now!

FARM FRESH Craft Cuisine

MAY 20, 2021 | 6:30-10 PM



BENEFITING THE HISTORIC
MCKINNEY FARMERS MARKET

FOR TICKETS, PLEASE VISIT
CHESTNUTSQUARE.ORG



Farm Fresh Craft Cuisines

- Approx 100 attendees
- 26 food/beverage options
- Price reduction to entice people out post Covid
- Unstable weather pattern
- Great event despite under budget revenues
- Cheerful vibe and positive feedback from both guests and providers
- Will continue with the “booth” style format



Killis Melton Ice Cream Crank Off

- 25th Anniversary “DO-OVER”
- Lots of SM activity
- Fantastic crowd response
- \$200 below projected revenues

Watch our promo video:

<https://youtu.be/2oo5RH75KEU>



CHESTNUTSQUARE.ORG

HERITAGE VILLAGE AT CHESTNUT SQUARE

FARMERS MARKET
Locally Grown, Historically Charming!

Every Saturday 8 am - 12 pm

CHESTNUT ST
AT ANTHONY & DAVIS

MCDC

Prairie Adventure Camp

June, July & Aug Ages 6-14
To register visit chestnutsquare.org



HISTORIC MCKINNEY

FARMERS MARKET

Locally Grown, Historically Charming!

WINTER MARKET
Open 1st and 3rd Saturdays through March
9AM - 1 PM

CHESTNUT ST AT ANTHONY & DAVIS
CHESTNUTSQUARE.ORG

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MCDC
MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

Spring Farmers Market

- Performing well - \$10,000 over budget through April
- Cell phone data in May shows avg 1,000 customers/week despite
- Rain 19/31 days in May, 3" above normal rainfall
- 60% customers from outside McKinney zips
- Over an hour average visit
- Watch our Promo Video!

<https://youtu.be/jCpxoGR3Dak>

Thank you for this cell phone data. The vendors love it!



HERITAGE VILLAGE AT
CHESTNUT SQUARE

PRESERVATION • EDUCATION • CELEBRATION



Social Media Metrics

- Instagram - Following increased by more than 1200 people
- Post with most engagement - Farm Fresh Craft Dinner thank you.
- Facebook- Increase followers by more than 200
- Increased posts by 325
- Most shared post - Feb 15 with 79 shares
- Craft dinner video was shared 16 times! (THANKS, MCDC!)
- Newly created videos are seeing a higher number of shares and views than other posts and help to build another social media platform with new content on YouTube.
- Every new video has more than 1000 views. This is higher than other daily posts.
- Crank off video was viewed by 723 people on YouTube!



How \$12,500 MCDC Funds were Spent

- Community Impact \$3090.76
- Stonebridge Ranch Community News \$870
- Dallas Drive Guide \$600
- DFW Child \$475
- Facebook promotions \$50
- Edible Dallas \$1750
- Creekside & Eldorado Living \$3150
- Star Local \$500
- Print Materials \$566.20
- Videos \$700
- Design Services \$850
- Chestnut Square Funds: \$3506 (28% of expenses)



Thank You for Your Support



Facebook Remarketing Overview

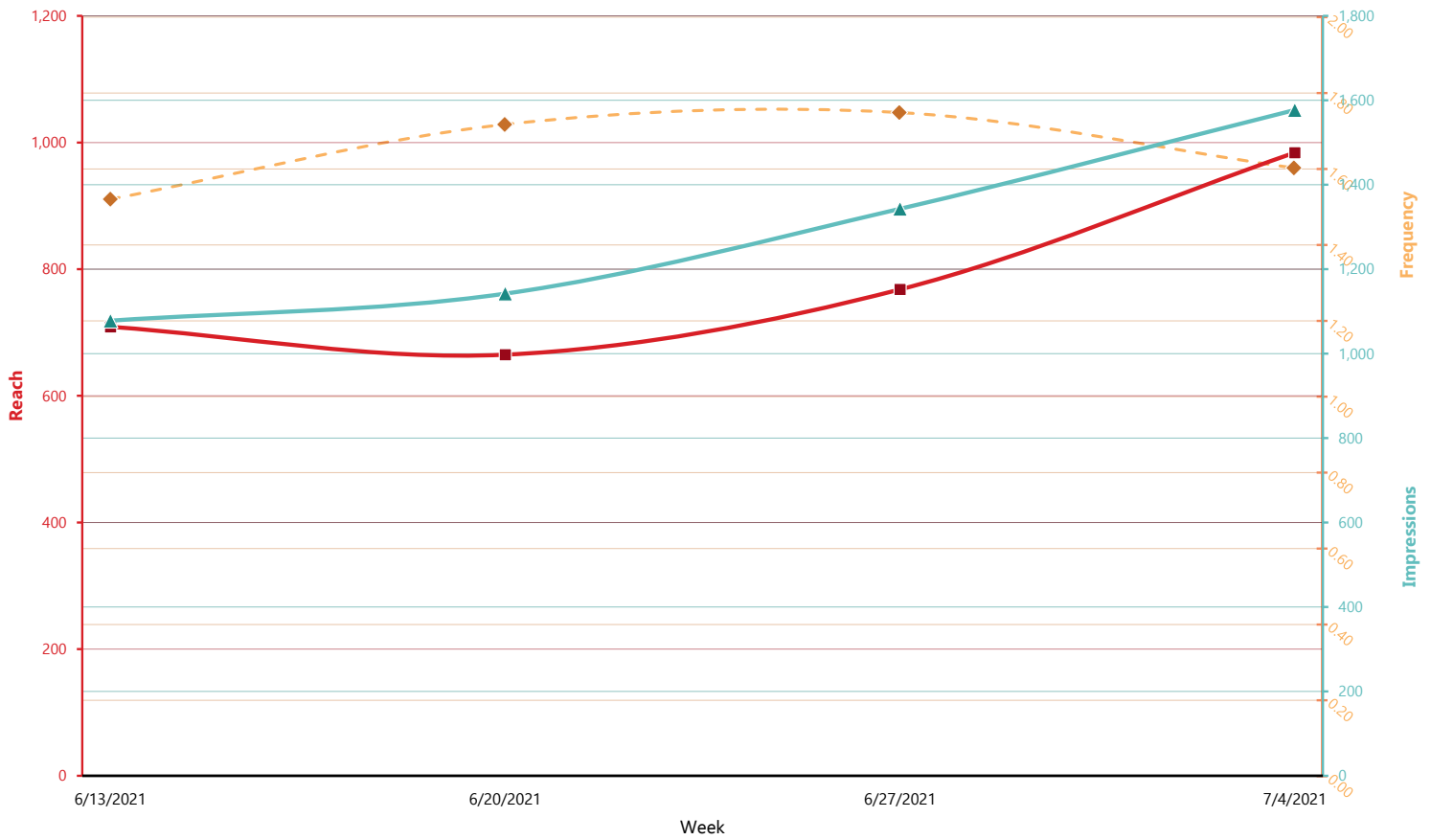
Chestnut Square_139715

Reach
3,126

Impressions
5,140

Frequency
1.65

Clicks
269



Definitions:

- **Reach:** The number of individual people who saw the ad.
- **Impressions:** The total number of times the ad was seen.
- **Clicks:** The total number of times the ad was clicked.
- **Frequency:** The average number of times the ad was seen by each person (impressions divided by reach).