

Cycle II FY 2018 Promotional Awards



Final Report



Locally Grown, Historically Charming!
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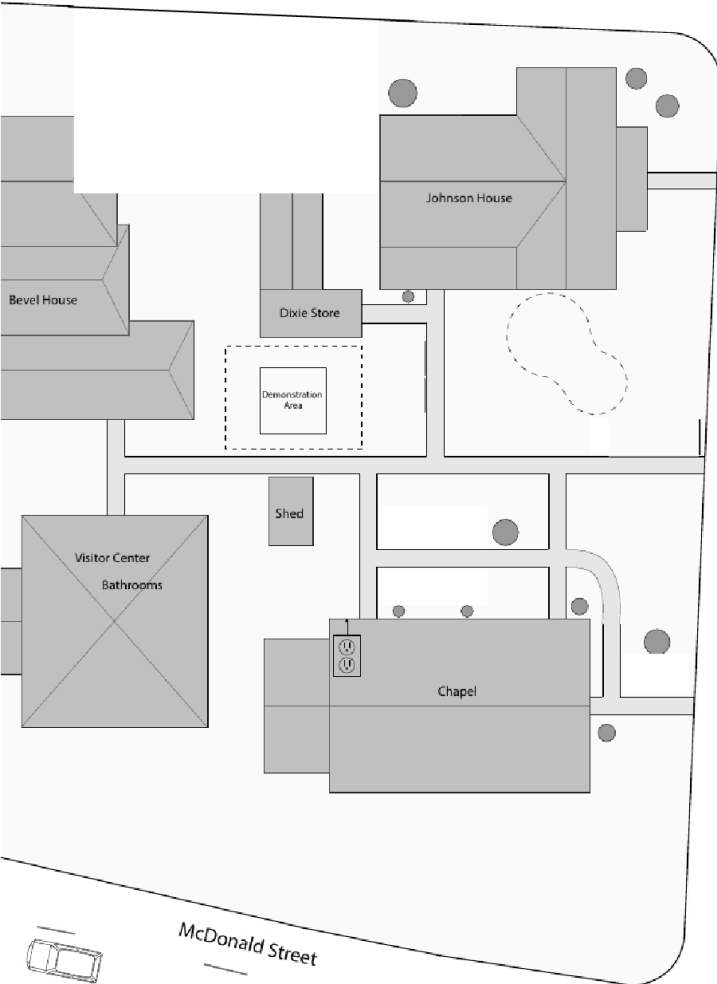
Final Report
2018 Promotional Grant Cycle II



The winter season of the Historic McKinney Farmers Market comes to a close on March 30, 2019. The market return to Chestnut Square on March 2, has been a success. Although the weather has been largely uncooperative, both customers and vendors seem to like the layout and land usage, and proximity to parking.



Chestnut Street



McDonald Street

Anthony Street

Anthony Street



Playful Parking Lot

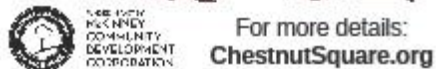
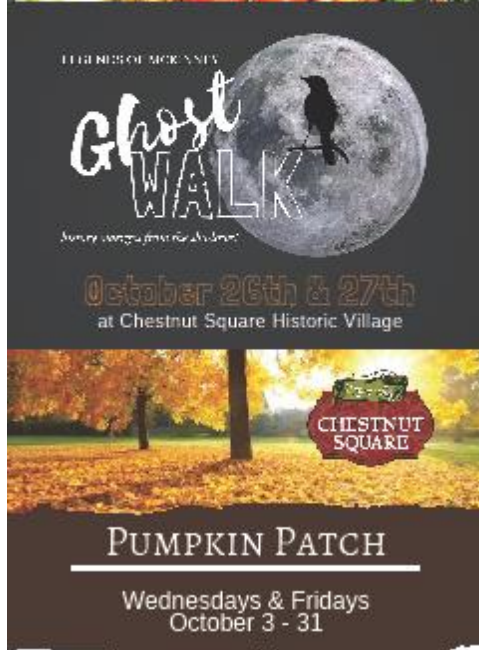


In 2018, \$37,632.62 was spent on advertising Chestnut Square events and programs, not including printing of general posters and brochures. MCDC awarded us \$27,000 in promotional funds to help offset the costs. Approximately \$20,000 total was spent on Farmers Market advertising and promotional materials.

How the grant funds were spent:

Composite ads	\$319.66	Nov/Dec
N2 Publishing (Creekside Living)	\$200.00	March Edition
N2 Publishing (Creekside Living)	\$200.00	Jan Edition
N2 Publishing (Creekside Living)	\$100.00	Dec Edition (1/2)
Community Matters Stonebridge)	\$145.00	Feb Edition
Community Matters Stonebridge)	\$145.00	Jan Edition
Community Impact	\$575.00	March Edition
Community Impact	\$575.00	Feb Edition
Community Impact	\$575.00	Jan Edition
Community Impact	\$575.00	Dec Edition
Dallas Drive Guide	\$150.00	Dec, Jan, Feb (1/2)
Minuteman Press	\$514.98	Signicades
Minuteman Press	\$936.64	Feather Flags

Examples



Legends of McKinney Ghost Walk



history emerges from the shadows!

Friday, October 26th
Tours at 7:00 pm and 9:30 pm at
Chestnut Square
\$20 per guest *(not recommended for children
under 14 years of age)*

- Expertly guided tours of 4 buildings
- Presentation of Paranormal Evidence
- Limited Availability

Saturday, October 27th
6:00 pm - 10:00 pm at
Chestnut Square
\$15 per guest *(not recommended for children
under 10 years of age)*

- Costumed storytellers, building tours, and performances by the **North Texas Civilian Historians**
- Scavenger hunt, paranormal presentation and other legendary activities
- Food & beverages for purchase



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Tickets Available:
CHESTNUTSQUARE.ORG



La Mesa
FRIENDS OF MESA
HISTORICAL SOCIETY

The Legends of McKinney Ghost Walk took on a new format in 2018. The increased parking options around Chestnut Square, combined with the tenuous weather conditions in late October, we thought it best to bring this event back to the Village property.

One night featured our always popular “Ghostly Hauntings” tours, with three sessions offered (all sold out). Night 2 was more family friendly, with historic (and slightly ghoulish) dramas depicting Dr. Dulaney performing surgery in WW I, a vignette featuring Annie Mary Dulaney who died in the Dulaney Cottage, a slightly creepy doll display and “brides” of Frankenstein in the Johnson House.

The event was fairly successful (85% of budget) as well as a great opportunity to bring people back to Chestnut Square after 2 years of isolation!



How the funds were spent

Composite Ads	\$450.00
Star Local	\$153.00
Community Impact	\$950.00
Minuteman Press	\$83.64
Creekside Living Nov	\$100.00
Creekside Living Oct	\$66.66
Star Local	\$296.70



Holiday Tour of Homes



The 45th Annual Tour of Homes

The “return to Chestnut Square” theme carried over to the Home Tour as well. We created a new component, “Christmas on Chestnut”, that offered families historically themed Christmas activities. This component was free to Home Tour ticket buyers, but ticketed separately for families (as the tour is not really kid-friendly). We all felt it was well received and it made an extra \$1500, which we feel we can grow. Activities included Story time with Santa, old fashioned crafts, carolers, a model train display and of course hot cocoa!

We also offered a “Christmas in July” special, where we offered a discount tea/tour package. We sold 85 tickets in July, (only 180 available total) which meant guaranteed patronage despite whatever the weather might have turned out to be. It was beautiful though!

Christmas on Chestnut



Christmas on Chestnut

Chestnut Square Historic Village
Downtown, McKinney



SCHEDULE OF EVENTS

SATURDAY, DECEMBER 1

- **Tour of Homes, 10am - 6pm**
\$20 advanced purchase, \$25 day of
(Includes Christmas on Chestnut activities)

- **Christmas on Chestnut, 10am - 6pm**
\$10 or Family/4 \$30

- **Teas, 10am & 4pm**
\$15 advanced purchase only

SUNDAY, DECEMBER 2

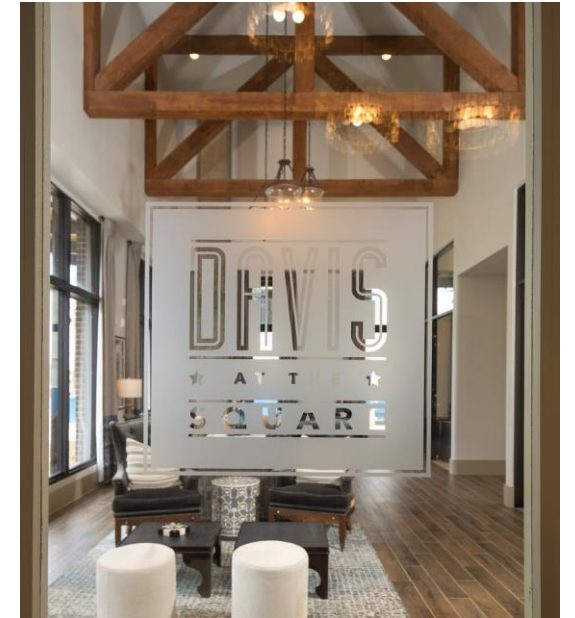
- **Tour of Homes, 11am - 5pm**
\$20 advanced purchase, \$25 day of
(Includes Christmas on Chestnut activities)

- **Christmas on Chestnut, 11am - 5pm**
\$10 or Family/4 \$30

- **Teas, 10am**
\$15 advanced purchase only

Tour of Homes tickets are good for 1 admission to each private home, for use on either or both days. Tickets are only available at www.chestnutsquare.org, or at Chestnut Square Visitors Center.

Home Tour



How the funds were spent

Composite Ads	\$450.00
Southern Living	\$1,876.00
Creskide Living Nov	\$100.00
Creskide Living Oct	\$66.66
Hobson Billboard	\$450.00
Hogaboom Rd (Chet Garner E NEWS)	\$300.00
Alpha Media (KLAK Radio)	\$336.00
Community Impact	\$950.00
Minuteman Press	\$713.00
Minuteman Press	\$58.34



Thank you for your support

