



Chestnut Square



Farmers Market Impact

January - July 2025

Social Media Highlight

Influencer Ruby's Foodies * April 12th * Guest

Influencer Post * April 27th

252K Views

14K Shares

12.5K Likes

1,282

New Followers

April

Facebook and Instagram



Prairie Adventure Camp Impact

 Community Impact Direct Mail

77K Mailboxes

 Community Impact WEB Ads

217K Impressions

\$150.00 includes T-shirt

June-July * Tuesday - Thursday * 9:00am-12:00pm

97% SOLD OUT
IN APRIL



NEWSPAPER ADS

1.1



CI NETWORK WEB ADS

2.1





Military Appreciation Month

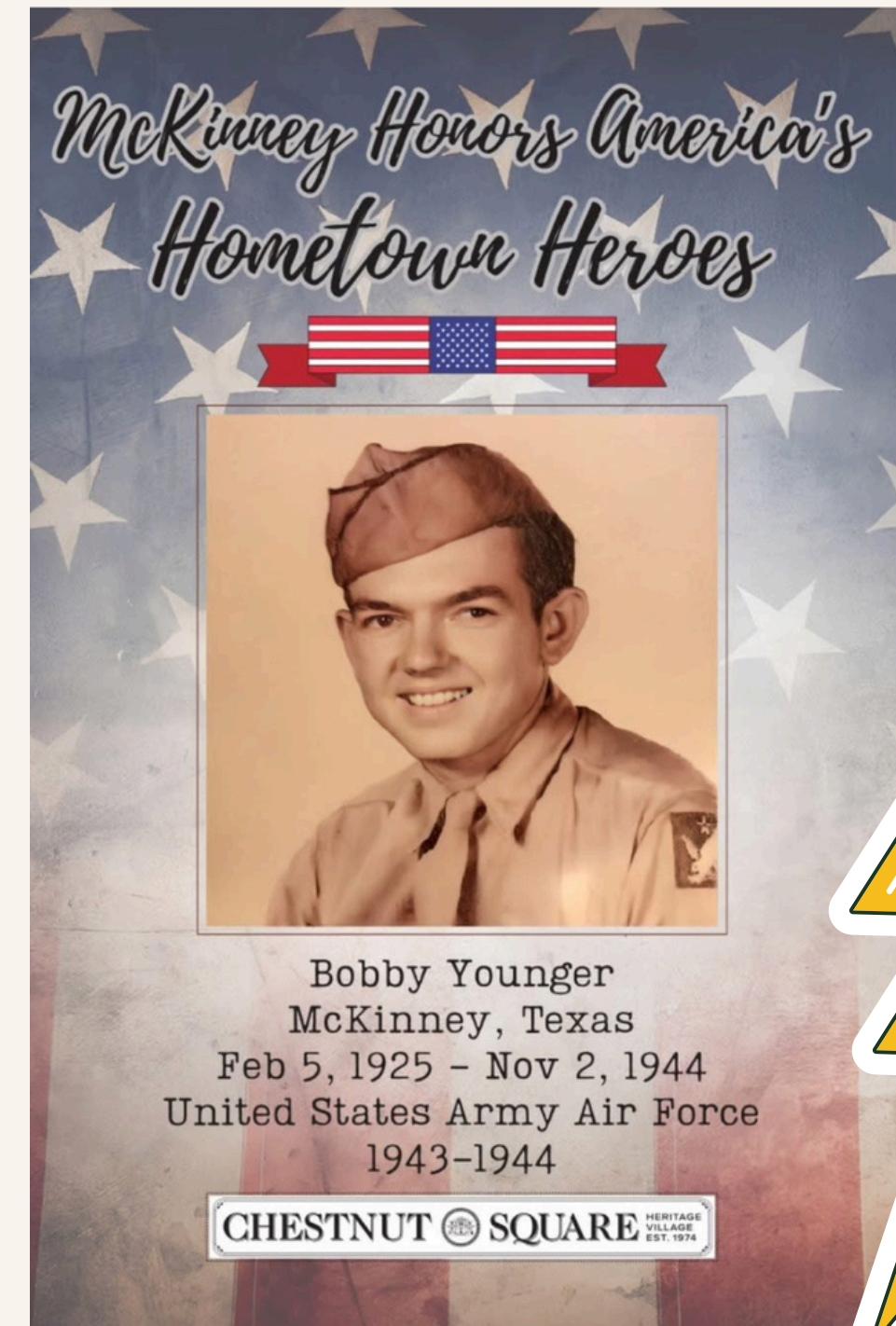
USO Salute to Veterans

McKinney Honors America's Hometown Heroes

Sharing History and Honoring our Past and Present Heroes



\$5.00 Veteran Tickets
\$20.00 General Admission



\$150



The Schoolhouse at Chestnut Square

Inspiring the Future

EST. 1974
CHESTNUT SQUARE
HERITAGE VILLAGE

Bringing history to life one experience at a time.
Saturday, May 3, 2025 | 10am - 12pm
in the Faires historic home

May focus: What did kids do before electronics?



100 Guests
the first Saturday

Launched in March 2025

Social Media
Facebook 148
Instagram 23



FARMERS MARKET STORYTIME
10 AM THIS SATURDAY

- 🧑 April 12 – Trip to the Farmers Market Theme
- 🍓 May 10 – Strawberry Fields Forever Theme
- 🕷 June 14 – Charlotte's Web Theme
- 🐝 July 12 – Bee Theme
- 🐾 August 9 – Pony Theme



Upcoming Opportunities

Farmers Market * Fall Events * Holiday Tour of Homes

Goal
2,000



Farmers Market

June * Family Fun Market
October * Harvest Picnic Brunch
October * Family Fun Fall Day
December * Holiday in the Village



Ghostly Hauntings

September - December
3rd Saturday of each month
8:00-10:00pm
Schoolhouse at Chestnut Square



Murder Mystery

October 30 November 1
6:00-10:00pm
Partner: McKinney Rep Theatre

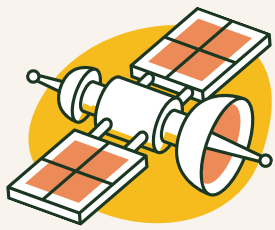


Holiday Tour of Homes

December 6th and 7th
10:00am- 5:00pm
Tea and Tour 9:00am-10:30am
Coffee and Dessert 2:30--3:30pm

NEW





Impact Plan

Trends Shaping the Industry

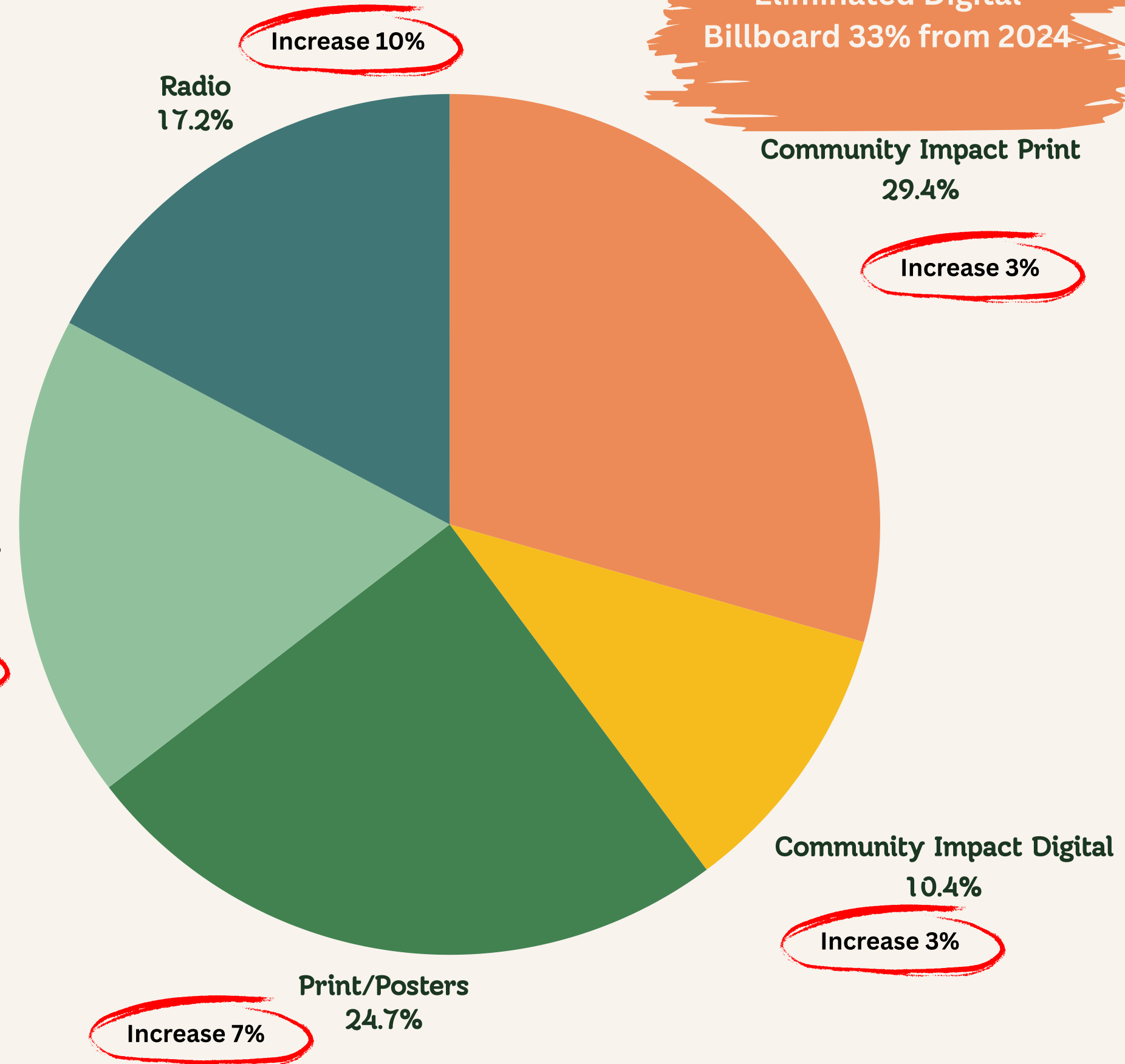
Farmers Market	4110
Holiday Tour of Homes	3500
Ghostly Hauntings	2485
Murder Mystery/Pumpkin Pals	1985
Youth & Adult Education Events	2825

Total Request: 14,905



Digital/Inluencer
18.2%

Increase 10%



Changes for Impact

Eliminated Digital Billboard 33% from 2024





EST.



1974

CHESTNUT SQUARE

HERITAGE VILLAGE