



PRESERVING THE PAST
TO INSPIRE THE
FUTURE

Chestnut Square Historic Village offers a unique opportunity for tourists and local communities to come to McKinney and walk around tour and learn about local heritage.

Average Visitors

- Farmers Market
400-800 people per week
- Weddings
75 per year
70 guests per wedding
- 20-30 additional events
per year

“76% of all U.S. leisure travelers participate in cultural or heritage activities such as museums. These travelers spend 60% more money on average than other leisure travelers.” -Museum Facts and Data:
American Alliance of Museums

Our Organization

- Started in 1974 in order to preserve McKinney History
- Collection of 8 Historic McKinney homes and buildings including the Oldest standing house in McKinney.
- Wedding Chapel, Wedding Garden and Reception House
- Home of the #1 Farmers Market in Texas

Our Mission

Celebrate Community • Preserve the Past • Inspire the Future

Problem:

- Unique, cultural experience in McKinney that is an added benefit to an overnight stay during a short trip
- A place to explore before or after visiting downtown McKinney
- A way to explore Chestnut Square when the museum is closed

Solution:

Professional, Museum Quality Signs

- Featuring pictures and history of the buildings
- Self-guided tour available through QR code

Replacement and additional signs are needed

- Existing Signs are weather-worn and dated
- New Features

Weather resistant material

QR code for audio tour in English and Spanish

Continuity

Local vendor is selected

- Grant money request: \$8,800



Impact on the Community

- Visit McKinney's investment in new signs will allow Chestnut Square to
 - continue to align with City Council goals to enhance the lives of residents
 - promote tourism and convention and hotel industry in our city
 - raise preservation awareness
 - promote potential repeat customers by piquing the interest to come back for a more in-depth visit

“Museums and other non-profit cultural organizations return more than \$5 in tax revenue for every \$1 they receive in government funding” – 2017 *Arts and Economy: Prosperity* Americans for the Arts

Marketing & Outreach

- Visible during Farmers Market
- Social Media
- “Historified” Podcast
- Chestnut Square Website

“3/4 of the public think museums are an important part of our civil society and that museums have a role in supporting civic knowledge and participation” – Population sampling in 2023 on behalf of AAM

Project cost and Timeline

Chestnut Square Tourism Signage

	Budget	Actual	Variance
Income			
Tourism Grant	8,800		(8,800)
Donor Contribution	1,500		(1,500)
Chestnut Square	1,000		(1,000)
			-
			-
Total Income	11,300	-	(11,300)
Expenses			
Fossil Single Post/Graphics 8	10,000		(10,000)
Installation 8 Posts	800		(800)
Landscape Around Posts	500		(500)
			-
			-
			-
			-
			-
			-
Total Expenses	11,300	-	(11,300)
Net Profit (Loss)	-	-	-

Cost per sign:

Printing/Coating

\$1250

Installation:

\$100

Aluminum small artifact signs:

\$55

Timeline:

July-Design and Creation

As funds allow, replace 4 existing signs and
install 4 new signs and artifact signs
beginning in September

Measurability of Success

- Use of Dynamic QR codes to monitor unique scans
- Use of photo scavenger hunt with social media posts
- Surveys

Our Team



Mark Miserak
Board Chair



DeAnna Stone
Executive Director



Davina Gazo Stampfel
Marketing Chair



Annie Quinn
Museum Manager



Jamie Seibert
Museum Director