



Requesting Support for:



Historic McKinney Farmers Market  
*Educational Programming*  
Legends of McKinney Ghost Walk  
& Fall Murder Mystery





## **50 Years!**

**We are excited to report that our program and event revenues are performing above budget – the Farmers Market, Village Tours and the Farm 2 Table Dinner (unlike last year) are all showing strong increases.**

**We are planning BIG for the 50<sup>th</sup> Holiday Tour of Homes this year and in 2024, the 50<sup>th</sup> year of Chestnut Square's founding.**

**Mark your calendar for a 70's party in January!**



Request

\$13,750

represents 75% of advertising budget for these events





## Changes in 2023

- The Farmers Market is continuing to see increased attendance and recognition. Vendors and customers are loving the every Saturday schedule. We are partnering with Main Street for a Summer Nights market July 6 - Aug 24, 6-9pm.
- The Holiday Tour of Homes will feature 2 weekends, 2 sets of homes in 2023. We are celebrating the 50<sup>th</sup> tour in a big way! Last year's event boasted record setting revenues, and we expect MORE this year! We are offering a Christmas in July special on tickets.



## **Funds support advertising:**

**McKinney Community Impact, Star Local Media, Fairview Town News, Edible Dallas, Stroll Eldorado (N2 Publishing), event videos, signage and social media ads, print materials for events.**

**We have hired a professional firm to not only design our promotional materials and update and solidify our brand, but also the logistics of digital and Social Media – when to post, what to say, how to track, etc.**



|                             |                             |               |
|-----------------------------|-----------------------------|---------------|
| Community Impact            | Monthly Ad                  | \$4780        |
| Print, Digital & E-news Ads |                             |               |
| Fairview Town News          |                             | \$1340        |
| Star Local (Gazette)        |                             | \$870         |
| Creekside Living/N2         | Monthly print + Facebook Ad | \$2100        |
| Edible Dallas               | Quarterly                   | \$1160        |
| Home Tour Additional Spend  |                             | <u>\$3500</u> |
|                             |                             | \$13,750      |

Chestnut Square funds support design expenses, social media management, web & SEO services



## 2023 Event Budgets

|                    | Income       | Expense      | Net          |
|--------------------|--------------|--------------|--------------|
| Farmers Market     | \$ 62,000.00 | \$ 18,500.00 | \$ 44,000    |
| Education Programs |              |              |              |
| Field Trips        | \$ 5000.00   | \$ 1,250.00  | \$ 3,750.00  |
| Prairie Camp       | \$ 14,000.00 | \$ 3,000.00  | \$ 11,000.00 |
| Ghostly Hauntings  | \$ 5,000.00  | \$ -         | \$ 5,000.00  |
| Murder Mystery     | \$ 6,000.00  | \$ 2,000.00  | \$ 3,000.00  |
| Ghost Walk         | \$ 7,500.00  | \$ 1500.00   | \$ 6,000.00  |
| Home Tour          | \$ 45,000.00 | \$ 5,000.00  | \$ 40,000.00 |
| Bar Wars (2)       | \$ 7,500.00  | \$ 1,000.00  | \$ 6,500.00  |





**McKinney Farmers  
Market at  
Chestnut Square  
2023  
Weekly,  
April - December  
8am - 12Noon  
Jan - March  
9am - 12Noon**







Thank you for your  
consideration.



**And, In case you missed this:**

[McKinney - Chestnut Square - YouTube](#)