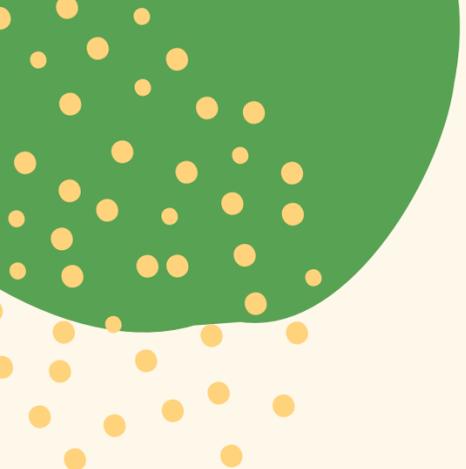




HERITAGE VILLAGE AT
CHESTNUT SQUARE
PRESERVATION • EDUCATION • CELEBRATION





CHESTNUT SQUARE

Preserve History * Celebrate Community * Inspire the Future

Impacting the Community one day at a time.



MCKINNEY FARMERS MARKET AT CHESTNUT SQUARE



Community Impact

January - June 2024
Facebook
26K Followers
Follower Increase 2K+
Instagram
26K Reach
30% Reach Increase



#1 Texas
#1 Southwest
#2 Nation



Community Impact
Raised 25K
Honoring the
Farmers Market

FARM
TO
TABLE
DINNER



Food Preservation Workshop

Join us on
September 22

Tickets
\$10



Meet your host!



Jamie Seibert



Docent Training

Join us on our journey to inspire docents: New and Seasoned.



Mark your calendars for
Saturday, July 27th
from 9 AM to 11 AM
at Chestnut Square.

Lite refreshments
and coffee will be
provided.



Joined by
Allen,
Wylie and
Celina

HAUNTED TROLLEY TOURS



Limited Spots

Sold Out



GHOSTLY Hauntings

Sold Out

PLEASE JOIN US FOR

PUMPKIN PALS

A SENSORY AND FOOD ALLERGY-FRIENDLY TRICK-OR-TREAT EVENT

SAT. OCTOBER, 26 2024
2-5 PM

THIS IS A TICKETED EVENT

30 Guests

Chestnut Square

Back to School Tea

Feat. Lite Snacks

9:30am - 11:30am

Adults \$20
Kids \$15

Holidays at Chestnut Square



Get your
TICKETS

LUNCH With Santa

DELICIOUS FOOD | HOLIDAY SPIRIT | PHOTO WITH SANTA

SATURDAY, 14 DECEMBER 2024 | AT 12:30PM



CHESTNUT SQUARE PRESENTS

51ST HOLIDAY TOUR OF HOMES

MCKINNEY, TEXAS

SWEET TREATS WITH NO CALORIES!

SATURDAY, DECEMBER 7TH AND
SUNDAY, DECEMBER 8TH 2024,
10AM TO 5PM

ONE TICKET IS GOOD FOR BOTH DAYS!

TICKETS ON SALE NOW



Holiday Prairie Adventure Camp

AGES 7 - 14YRS.



2024

Christmas in the Village

AT THE MCKINNEY FARMERS MARKET

COMMUNITY COLLABORATION



**MURDER ON CHESTNUT:
TWISTED POWER**

Tickets On Sale!

Step into a twisted tale of *power, secrets, and suspense* at this **interactive murder mystery play.**

Dinner Nov. 2 & Matinee Nov. 3

HERITAGE VILLAGE AT CHESTNUT SQUARE

MRT MCKINNEY THEATRE

AC
ARTISTS &
CHEFS

at home

OPPORTUNITIES FOR IMPACT

McKinney Farmers Market at Chestnut Square

Every Saturday 8am-12pm

Sweetheart Valentine Market February 8

Farmers Market Spring Kick Off April 5

Mommy and Me Picnic May 10

Family Fun Farm Day June 14

Prairie Adventure Camp

March, June and July

Museum Exhibits, Museum Tours and Trolley Tours

Bridal Tea and Exhibit January 30

Ghostly Hauntings

3rd Saturday of the Month

GOALS FOR IMPACT

Explore Different Platforms for IMPACT

Chestnut Square has worked to diversify the means in which we advertise. In Q1 and Q2 of 2025 we are dedicating additional funds to highly localized radio and digital for 2025.

Grow our Social Media IMPACT

The energy around social media proved to be very successful. We will continue to build in this direction and dedicate additional funds to digital marketing efforts.

Immediate IMPACT 2024

2024 Facebook: 1,200 Increase in Followers (43% Increase)
83K Reach (59% Increase)

MARKETING BUDGET

Farmers Market	4,290
Prairie Adventure Camp	2,770
Ghostly Hauntings	2,500
Museum and Trolley Tours	2,400
"Youth & Adult Education Events	3,025
<hr/>	
Total Request:	14,985

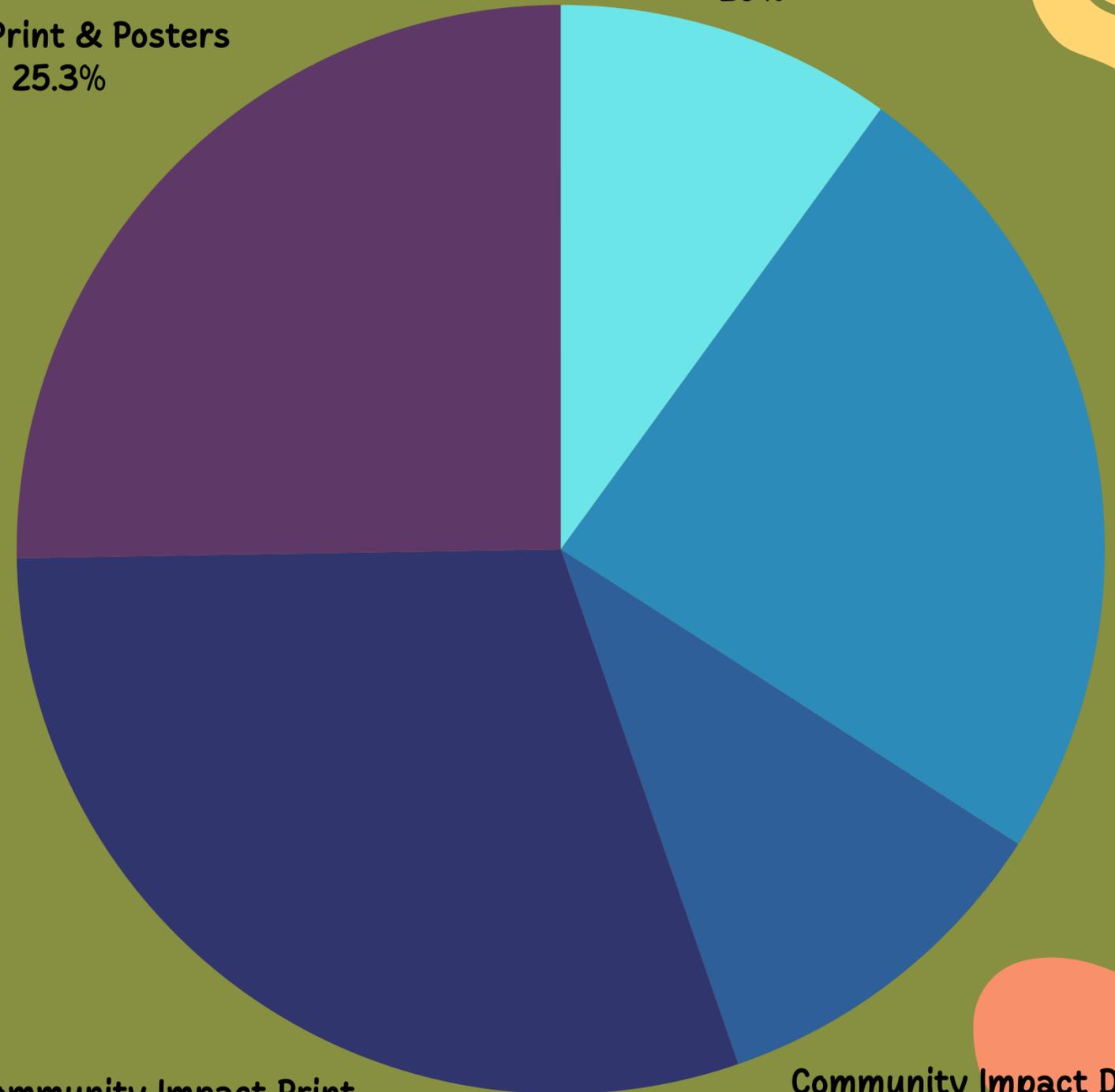
Other Print & Posters
25.3%

Digital
10%

Radio
24.1%

Community Impact Print
30%

Community Impact Digital
10.6%



HERITAGE VILLAGE AT CHESTNUT SQUARE

Chestnut Square welcomes you to McKinney!

Claim your FREE Membership! We're excited to offer you a complimentary 1-year Pioneer Membership to Chestnut Square. Members receive 20% off all events. Scan the QR Code and use Promo Code: HERITAGE



Heritage Village at Chestnut Square

Visit 10 historic buildings spanning 1854 - 1910 that tell the story of early American life in North Texas.

Farm to Table

Dine in style at this exclusive plated dinner! Local chefs present a carefully crafted menu partnering with vendors from the McKinney Farmers Market.

USO Salute to Veterans

Step back into the nostalgia of the 1940s with our USO style Salute to Veterans Dinner! Join us for an evening filled with heartfelt gratitude to those who served.

Holiday Tour of Homes

Don't miss the event that started it all! December 7 & 8 Tour a curated selection of Downtown McKinney's iconic and historic homes.

Learn More Here



MCDC
McKINNEY COMMUNITY DEVELOPMENT CORPORATION

Farmers Market

Voted #1 Farmers Market in Texas

Shop homegrown, harvested, and handmade goods. Every Saturday.

www.chestnutsquare.com

CHESTNUT SQUARE PRESENTS

HOLIDAY TOUR OF HOMES

MCKINNEY, TEXAS

Join US!



Get Tickets Here

**Dec. 7th
Dec. 8th**

IT'S MY MCKINNEY

CHESTNUT SQUARE PRESENTS

HOLIDAY TOUR OF HOMES

MCKINNEY, TEXAS

Members receive discounts & more!



Get Tickets Here

Ghostly Hauntings

Experience Chestnut Square

AFTER DARK!

DULANEY-G-HOUSE

MCDC
McKINNEY COMMUNITY DEVELOPMENT CORPORATION

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MURDER ON CHESTNUT: TWISTED POWER

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Get Tickets Today



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