



2024 First 6 Month's Events

- 1. 50th Anniversary Party - Boogie Wonderland**
- 2. Spring Farmers Market**
- 3. Farm to Table Dinner**
- 4. Spring BAR WARS**
- 5. Educational Programming; Prairie Camp**

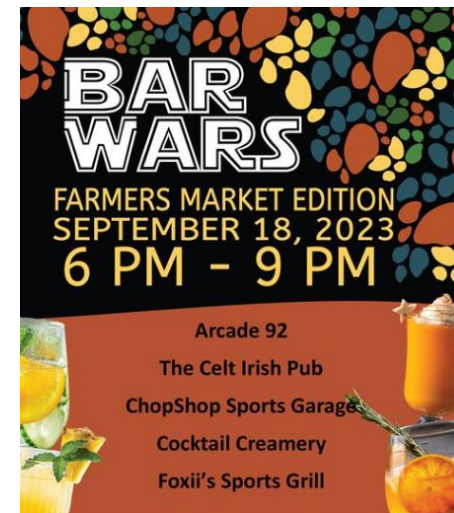
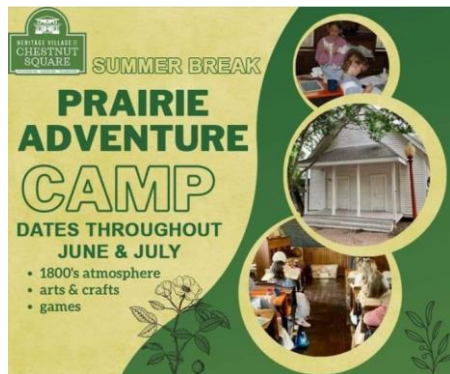


Request

\$13,222

Represents 79% of ad budget for these spring events





2024 Marketing Strategy Statement

We are focusing on select marketing outlets that have proven record of success and provide digital options





6 Month Grant period

Star Local	Monthly print ads	\$1,200
Community Impact	Monthly Ads, digital & Newsletter	\$7,522
Edible Dallas	Quarterly print & digital	\$2,000
Print/Signage	Discretionary spend	<u>\$2,500</u>
		\$13,222

We have selected the above mediums based on recent success and their digital capabilities and options to reach our target markets

2023 Accomplishments

- Revived the elegant Farm to Table Dinner - **110% of goal**
- Farmer's Market Voted **#1** in Texas! **139% of goal**
- Public Village Tour – **111% of our goal**
- Murder Mystery Dinners – Sold out Shows: **156% of goal**
- 50th Holiday Home Tour – **150% of our goal**

Other Key Projects:

- SEO project that elevated wedding venue on Google Searches
- Two Curated Tours within our buildings
- Podcast to Celebrate 50 years



Voted #1 in Texas and #1 in the Southwest



Thank You for Your Support & Consideration

