



## **McKINNEY COMMUNITY DEVELOPMENT CORPORATION**

### **Final Report #22-02**

**Organization:** Heritage Guild of Collin County

**Funding Amount:** \$12,000

**Project/Promotional/Community Event:** The McKinney Farmers Market, Spring Murder Mystery, Farm Fresh Food Walk, BAR WARS & Prairie Adventure Camp

**Start Date:** 1/1/22

**Completion Date:** 7/1/22

**Location of Project/Promotional/Community Event:** Heritage Village at Chestnut Square

#### **Please include the following in your report:**

- Narrative report on the Project/Promotional/Community Event
- Identify goals and objectives achieved
- Financial report – budget as proposed and actual expenditures, with explanations for any variance. If the event includes a charitable component, include the donation made.
- Samples of printed marketing and outreach materials (MCDC logo to be included)
- Screen shots of online Promotions (MCDC logo to be included)
- Photographs, slides, videotapes, etc.
- Performance against metrics outlined in application

These spring events typify and support Chestnut Square's mission of Preserving History, Celebrating Community and Inspiring the Future.

**The McKinney Farmers Market** draws 1000-1500 customers to Chestnut Square each week, supporting 60-75 vendors (small businesses and farms). Despite having some of the most restrictive guidelines of any market in north Texas, most of our vendors say this is their best performing, finest managed and all around favorite market in the area.

The first six months of the year show revenues (Vendor fees) 121% of budget projections. Additionally, the vendors voted to hire and pay for (themselves) a social media and marketing firm. They also voted to schedule every Saturday, all year long. This is testimony to their level of investment and appreciation for the McKinney market.

All of our spring events, with the exception of the **Farm Fresh Food Walk**, are outperforming revenue projections. The spring **Murder Mystery** dinner, budgeted to bring in \$2500, raised \$3988, however expenses were higher than budget for a net of \$2544 vs. net budget of \$2000. Our partnership with McKinney Repertory Theater was so successful that they are partnering with us again for another Murder Mystery dinner to take place during Ghost Walk, Oct 28-30.

The **Farm Fresh Food Walk** was a success in many ways. The Farmers Market vendors and caterers, private chefs and other participants loved the event. Although the net of \$8560 v. budget of \$17,500 was disappointing, we are evaluating this event to determine if the "walk around" format might be a deterrent. But the guest reactions and vendor enthusiasm prompted us to put it on the 2023 calendar! (May 4!)

**BAR WARS** has become a recurring event – in the coming year we will do 2 instead of 3. But the budget shows \$7500 in revenue for the spring events vs \$7000 projections. So we plan to continue until the bars (or the guests) get tired!

Every session of **Prairie Camp** sold out – even with the 25% price increase.

Our goal is not always to raise funds – although being in the black is nice! But the community response and the support from organizations like MCDC endorse that what we do is appreciated. We are pleased to report that in 2021, we received \$22,525 in grant funds (apart from MCDC) and \$47,647 in Direct Public Support, in a year when individuals were more prone to support emergency assistance and hunger relief efforts.

Spring ad Budget as presented:

Community Impact Monthly Ad	\$3450
Stonebridge Ranch News Monthly Ad	\$725
Creeside Living/N2 Monthly print + Facebook Ad	\$2400
Drive Guide Dallas	\$600
Edible Dallas	\$1900
Signage/posters/discretionary	<u>\$4610</u>
	\$13,685

We continue to question and evaluate advertising expenditures. As of July, we have spent \$17,528 on advertising & promotions. (not including design & social media services). While we are constantly searching for ROI data, we also believe that all promotions are worthwhile, and that supporting local news and local publications is another way to strengthen our community.

We also recently received a grant to upgrade our wedding website, (take a look at it!) and are working with a new developer to improve the user experience on our main site.

**Please submit Final Report no later than 30 days following the completion of the Promotional/Community Event to:**

McKinney Community Development Corporation  
5900 S. Lake Forest Blvd., Suite 110  
McKinney, TX 75070

Attn: Cindy Schneible  
[cschneible@mckinneycdc.org](mailto:cschneible@mckinneycdc.org)



**Spring Farmers Market**  
**& Farm Dinner**  
**BAR WARS**  
**Murder Mystery**  
**Educational Programming; Prairie Camp**



**Award**

**\$12,000**

**represents 68% of ad expenditures for these spring events**





**Not only do the funds support the advertising needs of Chestnut Square programming but most are spent locally: Funds support advertising in McKinney Community Impact, Star Local Media, Stonebridge Ranch Magazine, Edible Dallas, Creekside & Eldorado Living (N2 Publishing), locally printed materials for events.**







<b>Community Impact</b>	<b>Monthly Ad</b>	<b>\$3450</b>
<b>Stonebridge Ranch News</b>	<b>Monthly Ad</b>	<b>\$725</b>
<b>Creekside Living/N2</b>	<b>Monthly print + Facebook Ad</b>	<b>\$2400</b>
<b>Drive Guide Dallas</b>		<b>\$600</b>
<b>Edible Dallas</b>		<b>\$1900</b>
<b>Signage/posters/discretionary</b>		<b><u>\$4610</u></b>
		<b>\$13,685</b>

**A discretionary allowance allows us the flexibility to target specific areas for digital advertising, take advantage of specials and increase ad sizes when opportunity/need arises. We took advantage of remnant pricing on the Community Impact sticker program for the Home Tour, and hit 10,000 households for \$1000!**

## N2 Neighborhood Magazines



**EVERY SATURDAY**  
**8 am - 12 Noon**

### JUNE

McKinney Farmers Market  
Every Saturday, 8am-12Noon  
Prairie Camp  
June, July & August  
Bar Wars  
June 6, 6 pm - 9 pm  
Trolley Tour  
June 11, 10am  
Market Tour & Farm Breakfast  
June 18, 8:30 - 11 am

### JULY

McKinney Farmers Market  
Every Saturday, 8am-12Noon  
Prairie Camp  
June, July & August  
Trolley Tour  
July 9, 10 am



## Prairie Adventure Camp



June, July, & August  
Ages 7-14  
To register visit [ChestnutSquare.org](http://ChestnutSquare.org)

**FARMERS  
MARKET TOUR &  
FARM  
BREAKFAST**

**JUNE 18TH**  
**8:30 - 11 AM**

*Peaches  
are here!*



### WINTER MARKET

Open 1st and 3rd  
Saturdays  
through March  
9AM - 1 PM

Every Saturday 8 am - 12 pm  
April - Thanksgiving

**CHESTNUT ST AT  
ANTHONY & DAVIS**  
[CHESTNUTSQUARE.ORG](http://CHESTNUTSQUARE.ORG)







## Fairview Town News

**WINTER MARKET**  
**OPEN 1ST & 3RD WEEKENDS**  
**9 AM - 1 PM**  
 Open every Saturday  
 8 am - Noon  
 from April-Thanksgiving

**CHESTNUT ST AT ANTHONY & DAVIS**  
[ChestnutSquare.Org](http://ChestnutSquare.Org)

**OPEN EVERY SATURDAY**  
 8 AM until 12 PM

**CHESTNUT ST AT ANTHONY & DAVIS**

**JULY**

McKinney Farmers Market  
 Every Saturday, 8am-12Noon  
 Prairie Camp  
 June, July & August  
 Trolley Tour  
 July 9, 10 am

**AUGUST**

McKinney Farmers Market  
 Every Saturday, 8am-12Noon  
 Prairie Camp  
 June, July & August  
 Trolley Tour  
 August 13, 10 am

**CHRISTMAS IN JULY SALE**

**49th Annual HOLIDAY TOUR OF HOMES**

**SATURDAY, DEC 3 & SUNDAY, DEC 4**  
[ChestnutSquare.Org](http://ChestnutSquare.Org)

**OPEN EVERY SATURDAY**  
 8 AM until 12 PM

**CHESTNUT ST AT ANTHONY & DAVIS**

**Chestnut Square Events**

McKinney Farmers Market  
 Every Saturday, 8am-12Noon  
 Trolley Tour  
 Sept 10 & Oct 8, 10 am  
 Bar Wars  
 Sept 12, 6 - 9 pm  
 Market Tour and Farm Breakfast  
 Sept 17, 8:30 - 11 am  
 Ghost Walk  
 Oct 28 & 29, 6pm - Midnight

**BAR WARS**

**SEPT. 12, 2022**  
**6 PM - 9 PM**

**FARMERS MARKET TOUR & FARM BREAKFAST**  
**SEPTEMBER 17TH**  
**8:30 - 11 AM**

*End of Summer Bounty!*

*Drive Guide*



*Stonebridge Ranch*

**Prairie Adventure Camp**  
June, July, & August  
Ages 7-14  
To register visit [ChestnutSquare.org](http://ChestnutSquare.org)

**FARMERS MARKET TOUR & FARM BREAKFAST**  
JUNE 18TH  
8:30 - 11 AM  
*Peaches are here!*

**EVERY SATURDAY**  
8 am - 12 Noon

**2022 Chestnut Square Event Calendar**  
[ChestnutSquare.org](http://ChestnutSquare.org)

<p><b>JUNE</b></p> <p>McKinney Farmers Market Every Saturday, 8 am - 12 Noon</p> <p>Prairie Adventure Camp June, July &amp; August</p> <p>Bar Wars June 6, 6 pm - 9 pm</p> <p>Trolley Tour June 11, 10 am</p> <p>Market Tour &amp; Farm Breakfast June 18, 8:30 - 11 am</p>	<p><b>JULY</b></p> <p>Prairie Adventure Camp June, July &amp; August</p> <p>Trolley Tour July 9, 10 am</p>
<p><b>JULY</b></p> <p>McKinney Farmers Market Every Saturday, 8 am - 12 Noon</p>	<p><b>AUGUST</b></p> <p>McKinney Farmers Market Every Saturday, 8 am - 12 Noon</p> <p>Prairie Adventure Camp June, July &amp; August</p> <p>Trolley Tour August 13, 10 am</p>

**OPEN EVERY SATURDAY**  
8 AM - 12 PM  
**CHESTNUT ST AT ANTHONY & DAVIS**

Brought to you by: Sponsored by:

**BAR WARS**  
SEPT. 12, 2022  
6 PM - 9 PM

[ChestnutSquare.org](http://ChestnutSquare.org)

**OPEN EVERY SATURDAY**  
8 AM - 12 PM  
**CHESTNUT ST AT ANTHONY & DAVIS**

Brought to you by: Sponsored by:

**LEGENDS OF MCKINNEY**  
**Ghost WALK**  
OCT. 28 & 29

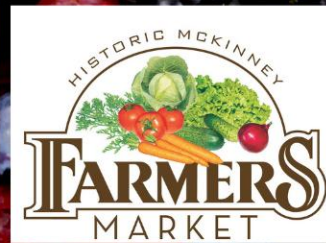
[ChestnutSquare.org](http://ChestnutSquare.org)





*Star Local Media*

**FARMERS  
MARKET TOUR  
& FARM  
BREAKFAST**  
**SEPT 17TH**  
**8:30 - 11 AM**



**EVERY  
SATURDAY**  
**8 am - 12 Noon**



## Event Calendar



McKinney Farmers Market  
Every Saturday, 8am-12Noon  
Trolley Tour  
Sept 10 & Oct 8, 10 am  
Bar Wars  
Sept 12, 6 - 9 pm  
Market Tour and Farm Breakfast  
Sept 17, 8:30 - 11 am  
Ghost Walk  
Oct 28 & 29, 6pm - Midnight



## Prairie Adventure Camp

June, July, & August  
Ages 7-14  
To register visit  
[ChestnutSquare.org](http://ChestnutSquare.org)



### MAY

McKinney Farmers Market  
Every Saturday, 8 am - 12Noon  
Mother's Day Tea  
May 1, 12Noon - 2 pm  
Farm Breakfast  
May 7, 8:30 am - 11 am

### JUNE

McKinney Farmers Market  
Every Saturday, 8am-12Noon  
Prairie Camp  
June, July & August  
Bar Wars  
June 6, 6 pm - 9 pm



## Chestnut Square Event Calendar

Thank You for Your Continued Support

