



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 50th Holiday Tour of Homes this year and in 2024, the 50th 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 50th 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](#)