



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



**PC #23- 03**

**\$11,240**

**represents 78% of ad budget for these spring events**





**We have made a commitment to revise our ad spending and more closely track ROI. We feel that an increase in digital advertising best serves our purposes. We are decreasing our investment in print Stonebridge Ranch and Craig Ranch publications in order to free up funds for digital mediums.**

**Murder on Chestnut**  
 Murder Mystery Show & Dinner  
 ChestnutSquare.org  
 Saturday, March 27th at 6 pm  
 Tickets on Sale!

**WINTER MARKET**  
 DEC-MARCH 1ST AND 3RD SATURDAYS  
 9 AM until 1 PM  
 CHESTNUT ST AT ANTHONY & DAVIS  
 CHESTNUTSQUARE.ORG

**FARMERS MARKET**  
 HISTORIC MCKINNEY  
 Excellently Grown, Historically Charming!  
 MCDC MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

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

**Event Calendar**

**MAY**

- McKinney Farmers Market Every Saturday, 8am-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 Adventure Camp June, July, August
- Bar Wars June 6, 6 pm - 9 pm

**MCDC**  
 MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

**Prairie Adventure Camp**  
 June, July, & August  
 Ages 7-14  
 To register visit ChestnutSquare.org

**BAR WARS**  
 JUNE 6, 2022  
 6 PM - 9 PM



## **6 Month Grant period Proposal**

<b>Star Local</b>	<b>Monthly sponsorship of Community Profile</b>	<b>\$870</b>
<b>Community Impact</b>	<b>Monthly Ad (possible 2 x 1/6 pg)</b>	<b>\$5700</b>
<b>Fairview Town News</b>	<b>Monthly Targeted Audience</b>	<b>\$1500</b>
<b>Creekside Living/N2</b>	<b>Monthly print + Facebook Ad</b>	<b>\$2400</b>
<b>Edible Dallas</b>	<b>Targeted Farmers Market Ad</b>	<b><u>\$1070</u></b>
		<b>\$11,240</b>
<b>Signage/posters/discretionary</b>	<b>(Matching Funds/CS)</b>	<b>\$3000</b>

**We have specifically chosen the above mediums to target for different events/programs, so that we can more effectively track ROI.**



## **6 Month Grant period Expenses**

<b>Star Local</b>	Monthly sponsorship of Community Profile	<b>\$1170</b>
<b>Community Impact</b>	Monthly Ad	<b>\$3,735</b>
<b>Fairview Town News</b>	Monthly Targeted Audience	<b>\$1640</b>
<b>Creekside Living/N2</b>	Monthly print + Facebook Ad	<b>\$2450</b>
<b>Edible Dallas</b>	Targeted Farmers Market Ad	<b><u>\$2405</u></b>
		<b>\$11,375</b>
<b>Signage/posters/discretionary</b>		<b>\$650</b>
<b>Professional SM/Ad contractor</b>		<b>\$6000</b>
	<b>Total Promo Spend Jan – June</b>	<b>\$18,025</b>

**MCDC Investment 62% of Expenditures**



**The Farmers Market continues to draw 1000-1800 people weekly. We have 12-20 new applicants a year, most of whom are denied for lack of space! We have no opportunity to grow the market, only the customer base, at this point.**





**Thursday April 20, 2023**



**The Farm to Table Dinner performed 15% above budgeted revenues, with total income of \$19,125 vs \$10,314 in 2022**





**Spring 2023 BAR WARS**

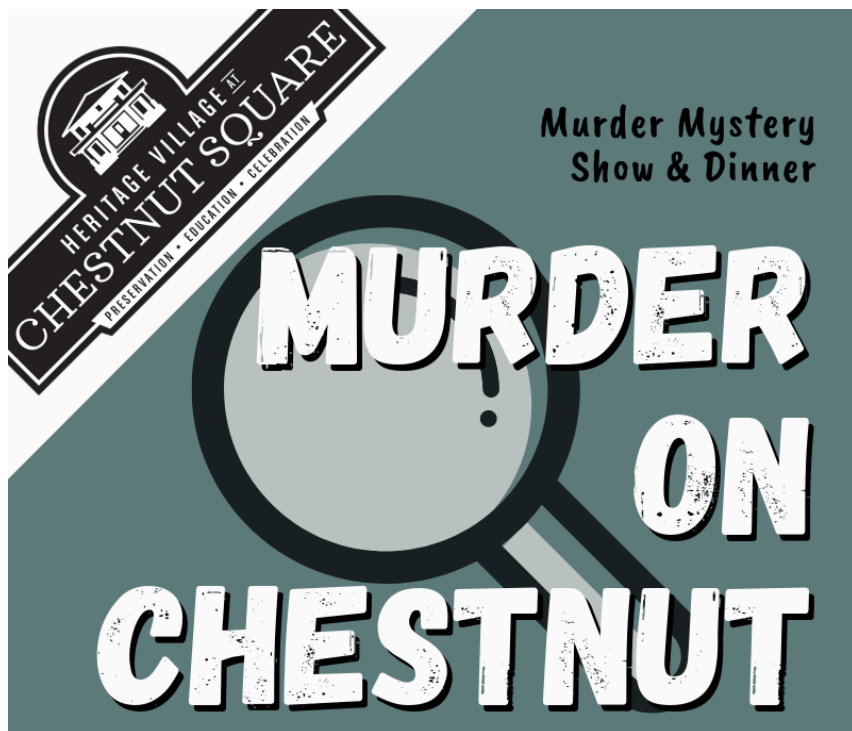
**March 20, 2023**

**Weather – overcast,  
intermittent rain, 45  
degrees~**

**We realized only 75% of  
budgeted revenues –  
still not bad for the cold  
weather.**

**Bar tenders loved the Farmers Market  
concept so much that we are doing it  
again Sept 18.**





## Murder Mystery Theater

**The Spring Murder  
Mystery April 8 sold out  
with revenues of \$3900,  
213% above  
projections.**

**The Fall production is  
scheduled for Friday,  
October 27 & Sunday,  
October 29**



## *Prairie Adventure Camp*

Weekly Sessions in June, July, & August  
Perfect for ages 6-14



**Prairie Camp continues to sell out (or come close) even with a 25% price increase last year! We offer members a discount which helps to increase our membership. **88 out of 96 spots sold for an income of \$11,025.****

# Thank You for Your Support



**Note: This award supported 25 events! Events that bring thousands of visitors to Chestnut Square and McKinney. Grant funds spent = approximately \$500 per event.**