



PRESERVING THE PAST  
TO INSPIRE THE  
FUTURE

Chestnut Square Historic Village offers a unique opportunity for tourists and local communities to come to McKinney and walk around tour and learn about local heritage.

#### Average Visitors

- Farmers Market  
400-800 people per week
- Weddings  
75 per year  
70 guests per wedding
- 20-30 additional events  
per year

“76% of all U.S. leisure travelers participate in cultural or heritage activities such as museums. These travelers spend 60% more money on average than other leisure travelers.” -Museum Facts and Data:  
American Alliance of Museums

# Our Organization

- Started in 1974 in order to preserve McKinney History
- Collection of 8 Historic McKinney homes and buildings including the Oldest standing house in McKinney.
- Wedding Chapel, Wedding Garden and Reception House
- Home of the #1 Farmers Market in Texas

# Our Mission

Celebrate Community • Preserve the Past • Inspire the Future

# Problem:

- Unique, cultural experience in McKinney that is an added benefit to an overnight stay during a short trip
- A place to explore before or after visiting downtown McKinney
- A way to explore Chestnut Square when the museum is closed

# Solution:

## Professional, Museum Quality Signs

- Featuring pictures and history of the buildings
- Self-guided tour available through QR code

# Replacement and additional signs are needed

- Existing Signs are weather-worn and dated
- New Features
  - Weather resistant material
  - QR code for audio tour in English and Spanish
  - Continuity
  - Local vendor is selected
- Grant money request: \$8,800



# Impact on the Community

- Visit McKinney's investment in new signs will allow Chestnut Square to
  - continue to align with City Council goals to enhance the lives of residents
  - promote tourism and convention and hotel industry in our city
  - raise preservation awareness
  - promote potential repeat customers by piquing the interest to come back for a more in-depth visit

“Museums and other non-profit cultural organizations return more than \$5 in tax revenue for every \$1 they receive in government funding” - 2017 *Arts and Economy: Prosperity* Americans for the Arts

# Marketing & Outreach

- Visible during Farmers Market
- Social Media
- “Historified” Podcast
- Chestnut Square Website

“3/4 of the public think museums are an important part of our civil society and that museums have a role in supporting civic knowledge and participation” – Population sampling in 2023 on behalf of AAM

# Project cost and Timeline

## Chestnut Square Tourism Signage

	Budget	Actual	Variance
<b>Income</b>			
Tourism Grant	8,800		(8,800)
Donor Contribution	1,500		(1,500)
Chestnut Square	1,000		(1,000)
			-
			-
<b>Total Income</b>	<b>11,300</b>	<b>-</b>	<b>(11,300)</b>
<b>Expenses</b>			
Fossil Single Post/Graphics 8	10,000		(10,000)
Installation 8 Posts	800		(800)
Landscape Around Posts	500		(500)
			-
			-
			-
			-
			-
<b>Total Expenses</b>	<b>11,300</b>	<b>-</b>	<b>(11,300)</b>
<b>Net Profit (Loss)</b>	<b>-</b>	<b>-</b>	<b>-</b>

Cost per sign:

Printing/Coating

\$1250

Installation:

\$100

Aluminum small artifact signs:

\$55

Timeline:

July-Design and Creation

As funds allow, replace 4 existing signs and

install 4 new signs and artifact signs

beginning in September



# Measurability of Success

- Use of Dynamic QR codes to monitor unique scans
- Use of photo scavenger hunt with social media posts
- Surveys

# Our Team



Mark Miserak  
Board Chair



DeAnna Stone  
Executive Director



Davina Gazo Stampfel  
Marketing Chair



Annie Quinn  
Museum Manager



Jamie Seibert  
Museum Director