

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.



"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 inTexas

### 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

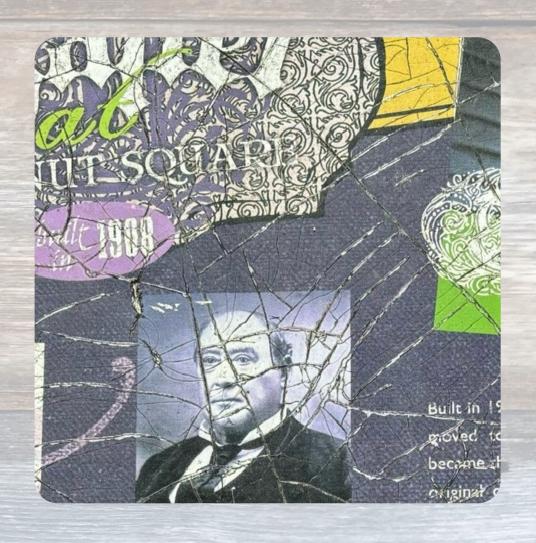
#### Solution:

#### 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 importhant part of our civil society and that museums hav 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
Income			
Tourism Grant	8,800		(8,800)
Donor Contribution	1,500		(1,500)
Chestnut Square	1,000		(1,000)
			-
Total Income	11,300	-	(11,300)
Expenses			
Fossil Single Post/Graphics 8	10,000		(10,000)
Installation 8 Posts	800		(800)
Landscape Around Posts	500		(500)
			-
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			22
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			<u> </u>
Total Expenses	11,300	-	(11,300)
Net Profit (Loss)	÷	·	<u>ui</u>

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



- 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