



Chestnut Square





Farmers Market EVENTS

Valentine Market
SATURDAY FEB 11 9 AM TO NOON

Local farmers, ranchers & vendors plus...

WINE PAIRING
SWEET GUESSING GAME
SWEETHEART PHOTO OP

HOT COCOA TOPPINGS BAR
COOKIE DECORATING
CRAFTS FOR KIDS

LOVE



FAMILY FUN FARM DAY
AT THE MCKINNEY FARMERS MARKET
SATURDAY 8 - NOON

MCKINNEY, TEXAS

FARMERS MARKET
AT CHESTNUT SQUARE

WELCOME BACK FARMERS!

Spring 2025 KICK-OFF

THE MCKINNEY FARMERS MARKET
AT CHESTNUT SQUARE

FARMERS MARKET
Locally Grown, Historically Charming!

This Saturday
"Bark-It"
at the Market

FARMERS MARKET
Locally Grown, Historically Charming!

FALL FUN!

LIVE BEE OBSERVATION & HONEY TASTING

FARMERS MARKET
Locally Grown, Historically Charming!

OCT 12TH
8 AM - 12 PM

COME SEE LIVE WORKER BEES IN AN OBSERVATION HIVE & LEARN MORE ABOUT HONEYBEES FROM OUR FRIENDS AT "SAVE THE BEES"!

OUR HONEY TASTING EXPERIENCE ALLOWS YOU TO SAVOR THE DIVERSE FLAVORS, AROMAS, & TEXTURES OF MADISON HONEY



FARMERS MARKET STORYTIME
10 AM THIS SATURDAY



Farmers Market Connection

Farmers Market Impact

July 2025-December 2025

Social Media Highlight

Instagram

250K Views

52.6% Followers

47.4% Non-Followers

Facebook

160K Views

39% Followers

61% Non Followers



1306

New Followers

July-December

Facebook and Instagram

Upcoming Highlights:

- February 14th - Valentine's In The Village
- April 4th: Spring Kick-Off at the McKinney Farmers Market
- May 16th : Bark-et At The Market (Dog Event)
- June 20th: Farm Family Fun Day (Kicks Off The Growing Season)



Farmers Market Community Sponsor Booth



Connect



Support



Strengthen



150 Guests
Sold Out

20% Increase



1400+ Guests
278 Volunteers

10% Increase



321 Guests
8 School Tours



132 Guests
Dinner Sold Out

30% Increase



111 Guests

100% Increase



265 Guests
Sold Out

Upcoming Opportunities

Farmers Market * Tours * Events * Camps



Prairie Adventure Camp

June and July 2026
Tuesday - Thursday
9:00am-12:00pm
\$150.00
T-Shirt Included



Ghostly Hauntings

January-May
3rd Saturday of each month
8:00-10:00pm
\$30.00
Schoolhouse at Chestnut Square



Salute to Veterans

May 7 * Thursday
6:00-10:00pm
Honor our Heroes
\$25.00 Guest
\$5.00 Veterans

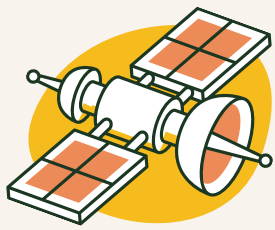


Crazy in May Quilts

May 23-25th
10:00am- 4:00pm
Church Street Auditorium
\$25.00 Guest

NEW





Impact Plan

Trends Shaping the Industry

Farmers Market \$3,378

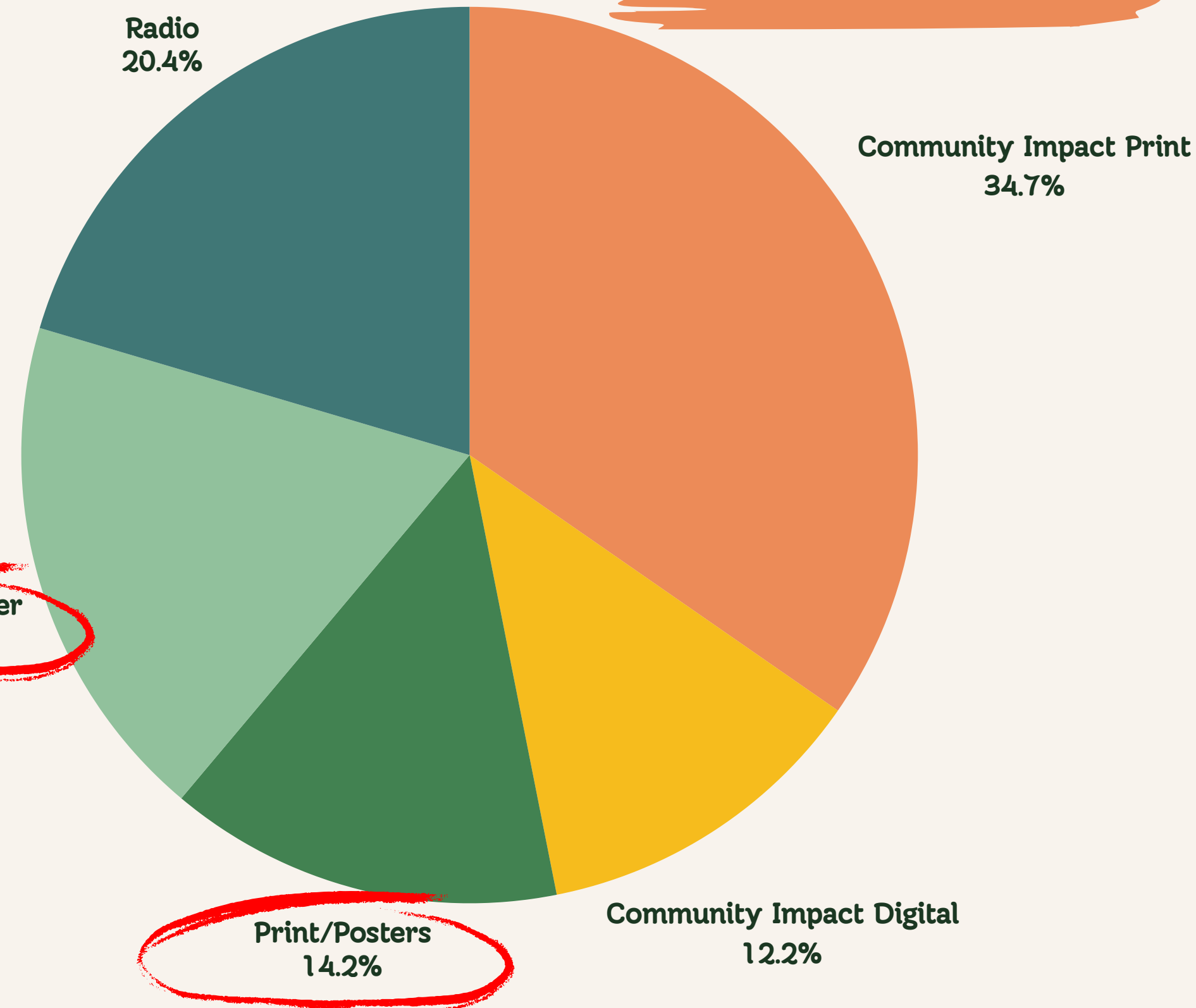
Crazy in May Quilts \$2,500

Ghostly Hauntings \$2,690

Museum Tours and Events \$2,376

Youth & Adult Education Events \$2,056

Total Request: \$13,000



Changes for Impact
**Consistency
and
Connection**





EST.



1974

CHESTNUT SQUARE

HERITAGE VILLAGE