



## **2024 First 6 Month's Events**

- 1. 50<sup>th</sup> Anniversary Party - Boogie Wonderland**
- 2. Spring Farmers Market**
- 3. Farm to Table Dinner**
- 4. Spring BAR WARS**
- 5. Educational Programming; Prairie Camp**

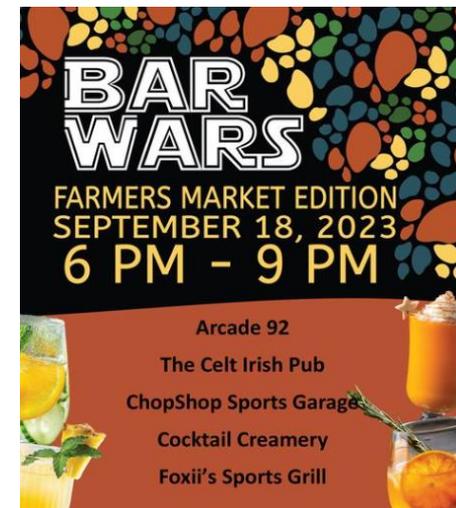
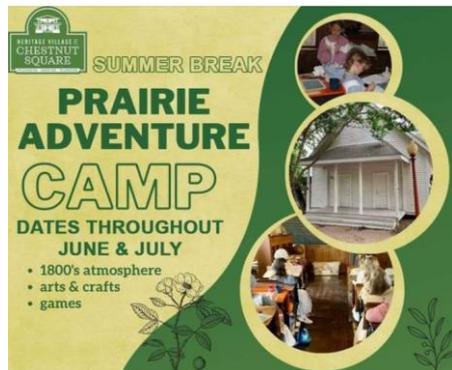


**Request**

**\$13,222**

**Represents 79% of ad budget for these spring events**





## 2024 Marketing Strategy Statement

We are focusing on select marketing outlets that have proven record of success and provide digital options





## 6 Month Grant period

<b>Star Local</b>	<b>Monthly print ads</b>	<b>\$1,200</b>
<b>Community Impact</b>	<b>Monthly Ads, digital &amp; Newsletter</b>	<b>\$7,522</b>
<b>Edible Dallas</b>	<b>Quarterly print &amp; digital</b>	<b>\$2,000</b>
<b>Print/Signage</b>	<b>Discretionary spend</b>	<b><u>\$2,500</u></b>
		<b>\$13,222</b>

**We have selected the above mediums based on recent success and their digital capabilities and options to reach our target markets**

# 2023 Accomplishments

- Revived the elegant Farm to Table Dinner - **110% of goal**
- Farmer's Market Voted **#1** in Texas! **139% of goal**
- Public Village Tour – **111% of our goal**
- Murder Mystery Dinners – Sold out Shows: **156% of goal**
- 50<sup>th</sup> Holiday Home Tour – **150% of our goal**

## Other Key Projects:

- SEO project that elevated wedding venue on Google Searches
- Two Curated Tours within our buildings
- Podcast to Celebrate 50 years



Voted #1 in Texas and #1 in the Southwest



# Thank You for Your Support & Consideration

