



Final Report
2018 Promotional Grant Cycle I



The Historic McKinney Farmers Market has been operating on Hunt Street in front of the library since July of 2017. Thanks to MCDC, the move was highly publicized and the transition was smooth. Many customers and vendors like it better because of the open layout, the smooth and accessible surfaces, and the nearby parking facilities.

Originally slated to return to Chestnut Square in October 2018, the delayed completion of the both the park at Davis on the Square and the parking lot of Playful Corporation set the return date back to Spring 2019. We did not want to move the winter market, as its attendance and popularity are reduced.



Our new neighbors can't wait for the market's return. Davis at the Square consistently communicated with us to incorporate the market needs into their park plan, and included sketches of the Farmers Market in multiple renderings of their facility, which were used at public hearings and marketing presentations.

Since the move to the Hunt Street location, we have lost 2 vendors. In a survey taken in July of 2018, NO vendor indicated that they would not move back at the allocated time. Only 2 vendors indicated that they would not return for the 2019-2020 season, and neither reason had anything to do with the return to Chestnut Square.



We listened to what people said about the Hunt Street location. They like the parking, the smooth surfaces for strollers and wheeled vehicles and the open layout of the market.

With MCDC help (a different grant!), we tore up the mulched area inside the Village, leveled the area and replaced the mulch with crushed granite, making a smoother transition. Our friends at Columbus Realty (Davis on the Square) trimmed our trees back this winter and re-leveled and re-bricked our ramp access to the north parking lot. These improvements, plus the use of the widened and improved Chestnut Street, will help with some of the reservations about the market's return.



Advertising Examples

Saturdays
8am - Noon

March 3 & 17

Downtown McKinney,
on Hunt Street,
between Kentucky & Tennessee

Winter Farmers Market

WWW.CHESTNUTSQUARE.ORG

HISTORIC MCKINNEY FARMERS MARKET Winter Market
MARCH 3 & 17
Every Saturday
8AM-NOON
BEGINNING APRIL 7
On Hunt Street between Kentucky & Tennessee

TOUR DE COOP
McKinney's Chicken Coop Tour
APRIL 28
Tickets Available Online Now!
MCKINNEYTOURDECOOP.COM

CHESTNUTSQUARE.ORG
972.562.8790

Every Saturday
8am - Noon
Downtown McKinney,
on Hunt Street, between Kentucky & Tennessee

WWW.CHESTNUTSQUARE.ORG

Market returning to Chestnut Square early October 2018

Every Saturday
April - November
8 am - Noon

Locally Grown, Historically Charming
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Temporary location on Hunt St between Kentucky St & Tennessee St

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Historic McKinney Farmers Market

Summer Months
Saturdays,
April - Nov.
8 am to noon

Hunt St. between
Kentucky & Tennessee St.

Fall and Winter Months
1st & 3rd Saturdays,
Dec. - March
8 am to noon

Chestnut St. between
Anthony & Davis St.

Locally Grown, Historically Charming
www.chestnutsquare.org

for updates on times and locations:
www.chestnutsquare.org