



Spring Farmers Market

Tour de Coop

24th Annual Killis Melton Ice Cream Crank Off



Operational changes

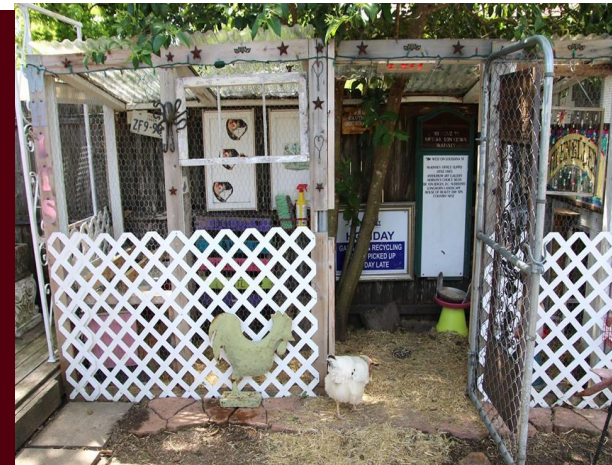
- Transition to new public organizational name of “Heritage Village at Chestnut Square”
- New logo for 2019
- Addition of 2 board members (from 7 to 9, bylaws allow for 15)
- Designation of a board member to liaison with the Vendor Committee of the McKinney Farmers Market



Request

\$7500

represents 60% of ad budget for these spring events





Funds support advertising in: McKinney Community Impact, Star Local Media, Stonebridge Ranch Magazine, Edible Dallas, Billboard on Central at Eldorado, Creekside Living (N2 Publishing), KLAK Radio as well as print materials for events.



1,000 +
customers
weekly

McKinney Farmers
Market at
Chestnut Square
2019

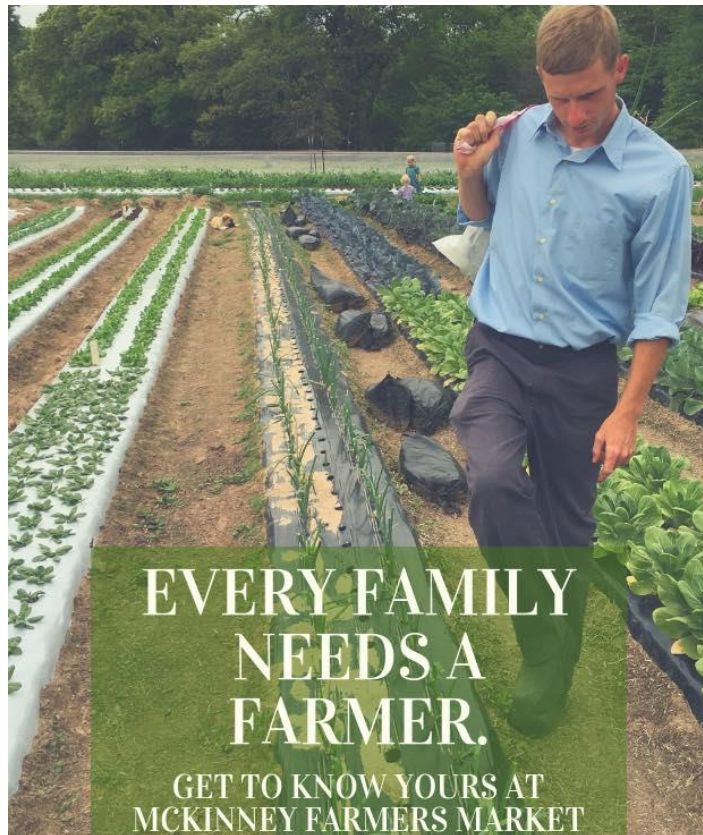
January 5 & 19

February 2 & 16

March 2, 16 & 30

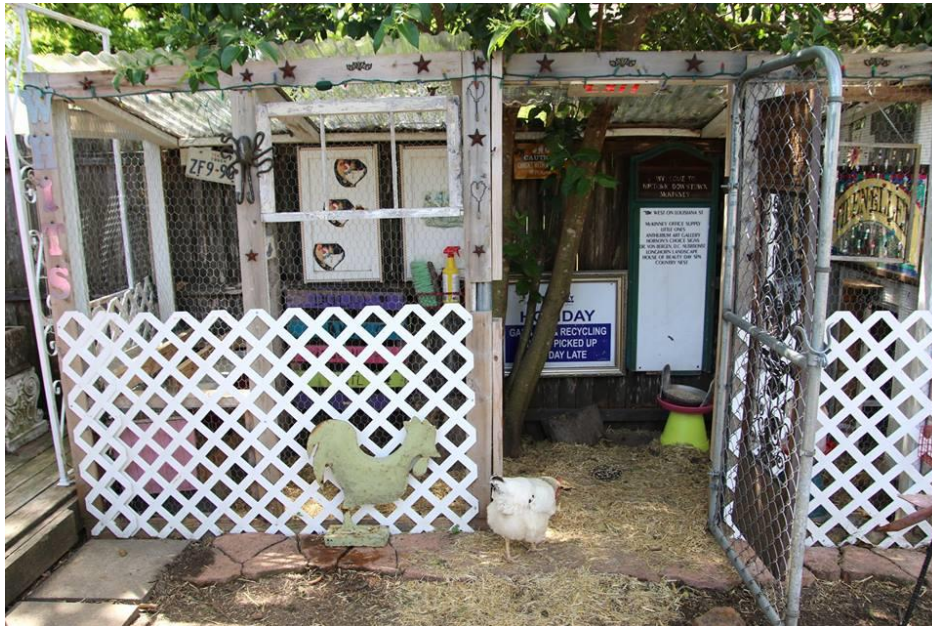
Returns to
Chestnut

Weekly April 6 –
November 16





7th Tour de Coop April 27, 2019



2018

- 5 neighborhood coops
- 450 attendees
- \$3000 sponsorships
- Total revenues \$7000



24th Annual Killis Melton Ice Cream Crank Off



2018

- \$5,250 Revenues
- \$3,000 Sponsorships
- 1800 attendees
- 13 Flavor Contestants



Thank You for Your Consideration

