



**Spring Farmers Market  
& Farm Dinner  
BAR WARS  
Murder Mystery  
Educational Programming; Prairie Camp**



Request

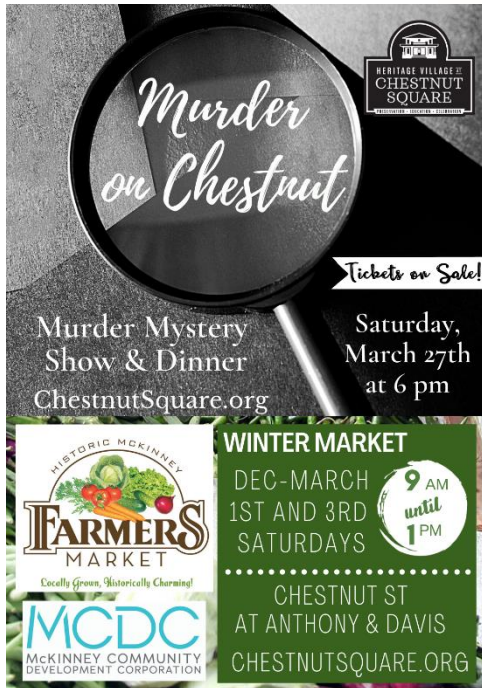
\$11,240

represents 78% of ad budget for these spring events





**We have made a commitment to revise our ad spending and more closely track ROI. We feel that an increase in digital advertising best serves our purposes. We are decreasing our investment in print Stonebridge Ranch and Craig Ranch publications in order to free up funds for digital mediums.**





## **6 Month Grant period**

<b>Star Local</b>	<b>Monthly sponsorship of Community Profile</b>	<b>\$870</b>
<b>Community Impact</b>	<b>Monthly Ad (possible 2 x 1/6 pg)</b>	<b>\$5700</b>
<b>Fairview Town News</b>	<b>Monthly Targeted Audience</b>	<b>\$1500</b>
<b>Creekside Living/N2</b>	<b>Monthly print + Facebook Ad</b>	<b>\$2400</b>
<b>Edible Dallas</b>	<b>Targeted Farmers Market Ad</b>	<b><u>\$1070</u></b>
		<b>\$11,240</b>
<b>Signage/posters/discretionary</b>	<b>(Matching Funds/CS)</b>	<b>\$3000</b>

**We have specifically chosen the above mediums to target for different events/programs, so that we can more effectively track ROI.**



**We are also committed to celebrate our 50<sup>th</sup> year(s) –  
Holiday Tour of Homes in 2023 and the  
Guild's founding in 2024 -  
with a more integrated marketing and branding campaign to  
cross all mediums.**







## **Social Media Reach**

### **Farmers Market**

### **Chestnut Square**

#### **Facebook**

**21,366 followers**

**Page Reach 22,610  
(Boosted post)**

**7434 Followers**

**6800 Likes – 6 months**

#### **Instagram**

**5461 Followers**

**Reach 57% increase**

**1932 followers**

**Reach 36.7% increase**



**McKinney  
Farmers Market at  
Chestnut Square  
is now an every  
week, year 'round  
market!**  
**9am–12Noon  
Jan – March  
8am – 12Noon  
April – Dec**







**Thursday April 20, 2023**



**New Committee!  
New Ideas!  
Same great food  
Stay tuned for  
details!**

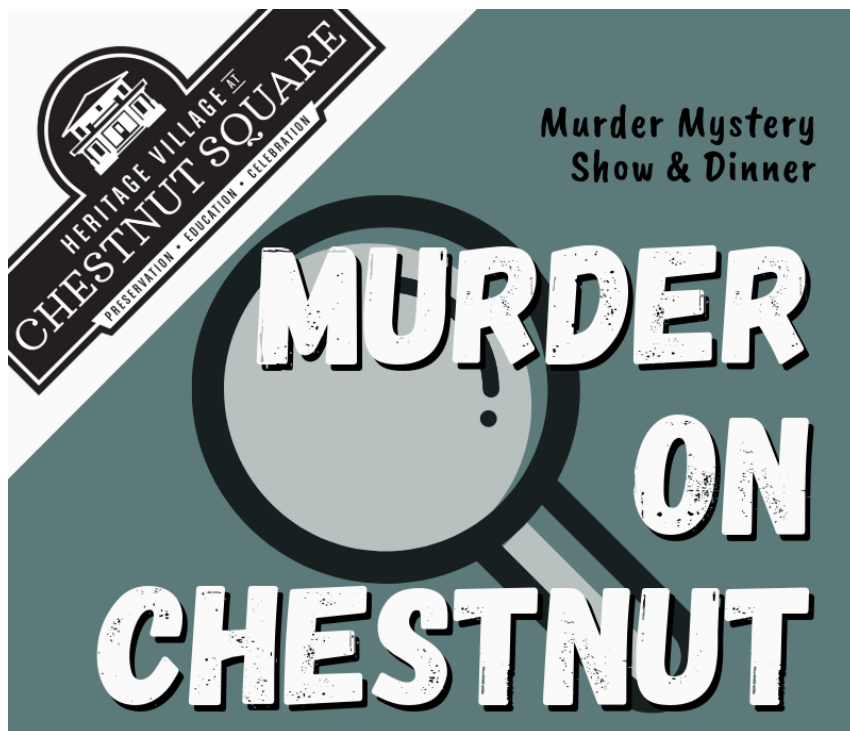






## **Spring 2023 BAR WARS**

**Plans in the works to have Farmers Market component and feature the winner at the Farm Fresh dinner event.  
Stay Tuned!**



Murder Mystery Theater  
We have not booked  
Spring 2023 but are  
working with  
McKinney Repertory  
Theater on a date!  
**Our partnership is a  
win-win!**



## *Prairie Adventure Camp*

Weekly Sessions in June, July, & August  
Perfect for ages 6-14





Thank You for Your Consideration

