

HERITAGE VILLAGE AT
CHESTNUT SQUARE
PRESERVATION • EDUCATION • CELEBRATION





CHESTNUT SQUARE

Preserve History * Celebrate Community * Inspire the Future

Impacting the Community one day at a time.



MCKINNEY FARMERS MARKET AT CHESTNUT SQUARE

Community Impact

January - June 2024
Facebook
26K Followers
Follower Increase 2K+
Instagram
26K Reach
30% Reach Increase

#1 Texas
#1 Southwest
#2 Nation



Community Impact
Raised 25K
Honoring the
Farmers Market

FARM
TO
TABLE
DINNER



Food Preservation Workshop

Join us on
September 22

Tickets
\$10

IT'S MY
MCKINNEY
MY SALES TAX DOLLARS
SUPPORT THIS!

HERITAGE VILLAGE AT
CHESTNUT SQUARE

Meet your host!



Jamie Seibert

HAUNTED TROLLEY TOURS



Limited
Spots

Sold
Out



GHOSTLY Hauntings

Sold
Out

Docent Training

Join us on our journey to inspire
docents: New and Seasoned.

Mark your calendars for
Saturday, July 27th
from 9 AM to 11 AM
at Chestnut Square.

Lite refreshments
and coffee will be
provided.

MCDC
MCKINNEY COMMUNITY
DEVELOPMENT CORPORATION

HERITAGE VILLAGE AT
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Joined by
Allen,
Wylie and
Celina

PLEASE JOIN US FOR

PUMPKIN PALS

A SENSORY AND FOOD
ALLERGY-FRIENDLY
TRICK-OR TREAT EVENT

SAT. OCTOBER, 26 2024
2-5 PM

THIS IS A TICKETED EVENT

30
Guests

Chestnut Square

Back to School Tea

Feat.
Lite Snacks

9:30am - 11:30am

Adults \$20
Kids \$15

Holidays at Chestnut Square



Get
YOUR
TICKETS

LUNCH With Santa

DELICIOUS FOOD | HOLIDAY SPIRIT | PHOTO WITH SANTA

SATURDAY, 14 DECEMBER 2024 | AT 12:30PM



CHESTNUT SQUARE PRESENTS

51ST

HOLIDAY TOUR OF HOMES

MCKINNEY, TEXAS

SWEET TREATS WITH NO CALORIES!

SATURDAY, DECEMBER 7TH AND
SUNDAY, DECEMBER 8TH 2024,
10AM TO 5PM

ONE TICKET IS GOOD FOR BOTH DAYS!

TICKETS ON SALE NOW



2024

Christmas in the Village

AT THE MCKINNEY FARMERS MARKET



Holiday Prairie Adventure Camp

AGES 7 - 14YRS.

COMMUNITY COLLABORATION



**MURDER ON CHESTNUT:
TWISTED POWER**

Tickets On Sale!

Step into a twisted tale of
power, secrets, and suspense at this
interactive murder mystery play.

Dinner Nov. 2 & Matinee Nov. 3

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MRT
McKINNEY
RESPECTORY THEATRE
McKinney's Official Community Theatre



OPPORTUNITIES FOR IMPACT

McKinney Farmers Market at Chestnut Square

Every Saturday 8am-12pm

Sweetheart Valentine Market February 8

Farmers Market Spring Kick Off April 5

Mommy and Me Picnic May 10

Family Fun Farm Day June 14

Prairie Adventure Camp

March, June and July

Museum Exhibits, Museum Tours and Trolley Tours

Bridal Tea and Exhibit January 30

Ghostly Hauntings

3rd Saturday of the Month

GOALS FOR IMPACT

Explore Different Platforms for IMPACT

Chestnut Square has worked to diversify the means in which we advertise. In Q1 and Q2 of 2025 we are dedicating additional funds to highly localized radio and digital for 2025.

Grow our Social Media IMPACT

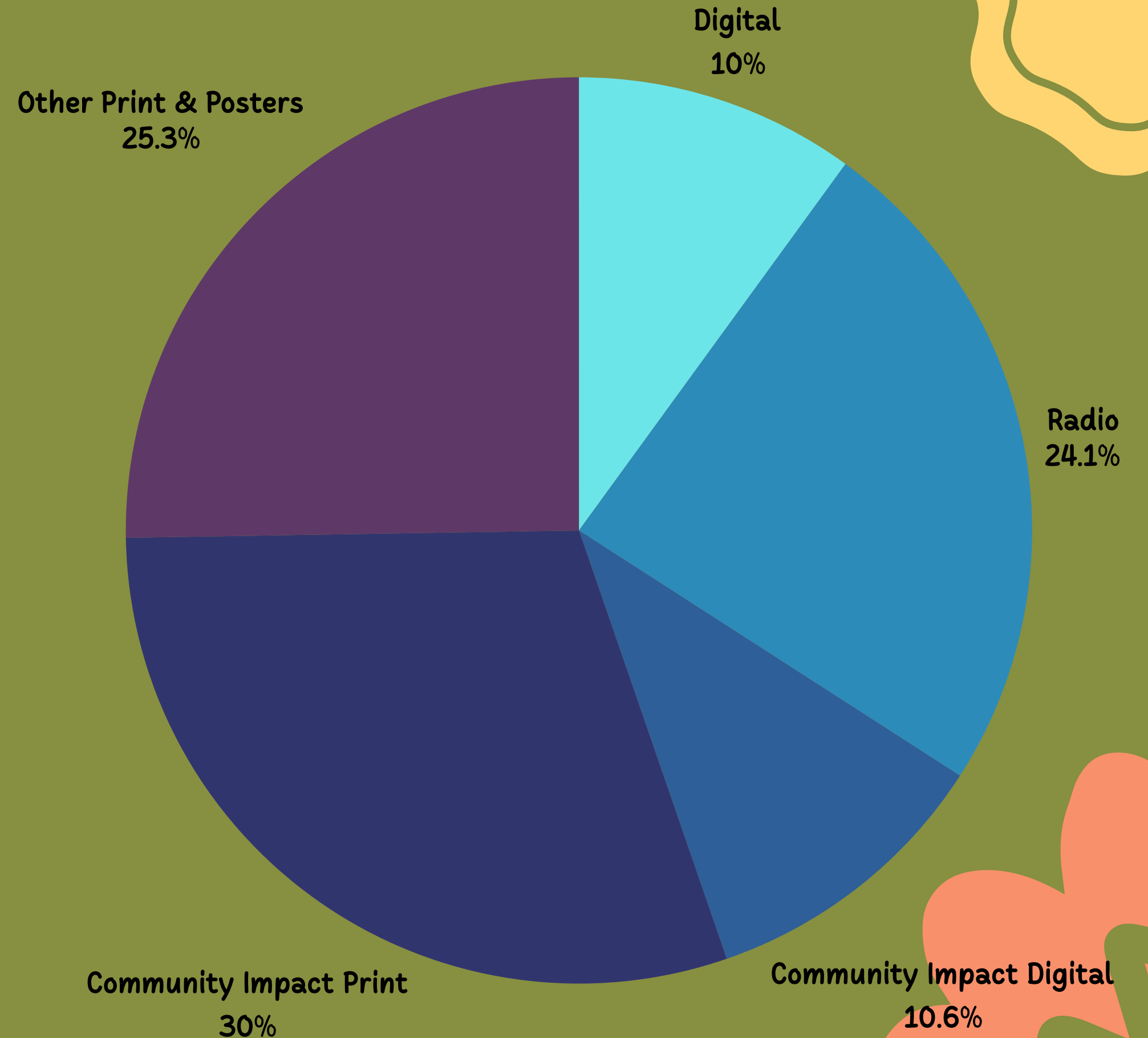
The energy around social media proved to be very successful. We will continue to build in this direction and dedicate additional funds to digital marketing efforts.

Immediate IMPACT 2024

2024 Facebook: 1,200 Increase in Followers (43% Increase)
83K Reach (59% Increase)

MARKETING BUDGET

Farmers Market	4,290
Prairie Adventure Camp	2,770
Ghostly Hauntings	2,500
Museum and Trolley Tours	2,400
"Youth & Adult Education Events	3,025
<hr/>	
Total Request:	14,985





Chestnut Square welcomes you to McKinney!

Claim your FREE Membership!

We're excited to offer you a complimentary 1-year Pioneer Membership to Chestnut Square. Members receive 20% off all events. Scan the QR Code and use Promo Code: HERITAGE



Heritage Village at Chestnut Square

Visit 10 historic buildings spanning 1854 - 1910 that tell the story of early American life in North Texas.



Voted #1 Farmers Market in Texas

Shop homegrown, harvested, and handmade goods. Every Saturday.



www.chestnutsquare.com



Prairie Adventure Camp

This summer sign your young explorer up for a 3-day Adventure Camp!

Learn how to bake, make butter, sew and weave like we used to!

June & July | Ages 7-13



Farm to Table

Dine in style at this exclusive plated dinner!

Local chefs present a carefully crafted menu partnering with vendors from the McKinney Farmers Market.



Ghostly Hauntings

Come and tour Chestnut Square after dark!

2nd Saturdays 8pm-10pm
Sept - May

Extra dates in October.



USO Salute to Veterans

Step back into the nostalgia of the 1940s with our USO style Salute to Veterans Dinner! Join us for an evening filled with heartfelt gratitude to those who served.



Holiday Tour of Homes

Don't miss the event that started it all!

December 7 & 8

Tour a curated selection of Downtown McKinney's iconic and historic homes.



Learn More Here



MCDCC

McKINNEY COMMUNITY DEVELOPMENT CORPORATION



HOLIDAY TOUR of HOMES

McKINNEY, TEXAS



Join US!

Get Tickets Here

Dec. 7th
Dec. 8th





Ghostly Hauntings

Experience Chestnut Square

AFTER DARK!



Get Tickets Here



MCDCC

McKINNEY COMMUNITY DEVELOPMENT CORPORATION





HOLIDAY TOUR of HOMES

McKINNEY, TEXAS

Members receive discounts & more!







MURDER ON CHESTNUT: TWISTED POWER

Step into a twisted tale of power, secrets, and suspense at this interactive murder mystery play.

Dinner Nov. 2 & Matinee Nov. 3



Get Tickets Today





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