

TEXAS A&M AGRILIFE EXTENSION



McKinney Community Development
Corporation Grant Presentation
June 27, 2024

Presented by Sarah Dodd
Communications Chair



About Us



Mission

- Assist the Texas A&M AgriLife Extension Services in providing research-based information on sustainable horticultural practices and environmental stewardship to residents of Collin County.

Goals

- Provide residents and visitors with a valid reliable living display of Earth-Kind scientific procedures so they can use them in their own gardens
- Increase public awareness and participation in sustainable horticultural practices that are research-based.

Audience

- Gardeners of all ages, youth to senior, educational groups, residents of Collin County, local businesses and non-profits.

The Garden Show

CCMGA's Signature Event *since 2011*

- 2 Day Free Event (mid-March annual event)
 - 11 hours of expert speaker sessions
 - 8 CCMGA education & demo booths for all ages
 - Over 60 exhibitors/businesses in 2024
 - Deeply discounted booths for city and other non-profits
 - One of the few garden-focused expo event in the area
- 25% increase in participants over 2023, using MCDC funds



Exhibitor Area



Education Booths



Speaker Stage

2024 Event Expense Total \$21,329.13
Event Revenue Total \$31,184.28
Net Income \$9,855.15
Total Participants 7,959
73% From Outside McKinney

2025 Est. Event Expense Total \$31,200
Est. Event Revenue Total \$33,870
Est. Net Income \$2,670
Est. Total Participants 8,000+
70-75% From Outside McKinney

2025 Goals

- 3% Attendee Growth
- Increase vendors numbers
- 5% Increased Time At Speaker Stage
- Keep or Improve Satisfaction Level with attendees, volunteers and exhibitors

A Walk In The Park

since 2012

- 3 Hour Free Outdoor Event (early June 2025)
 - Showcase Earth-Kind® research gardens at Myers Park
 - Self-guided tours of 15+ areas on the property
 - Master Gardeners on-hand for any question or advice
 - Activities and demonstrations of sustainable gardening and plants that thrive in our climate and soil.
- Previous events have had less than \$100 for marketing
- ***New grant funds will help bring more awareness of Myers Park and Earth-Kind practices to residents***



2025 Est. Event Expense \$1,970
Est. Event Revenue \$1,200
Est. Net Income \$(-770)
Est. Total Participants 350+

Past Event Achievements:

2024 Event – canceled (weather)
2023 Participants – 325 + Volunteers
(An all-time event record!)

Pre-event engagement showed 75-80% of interest from outside McKinney.

Future Goals:

Keep or Improve Satisfaction Level
Increased Attendance
Improve Data Collection



Past Event Achievements:

2024 Spring Shoppers = 945
2023 Fall Shoppers = 334
2023 Spring Shoppers = 1067

Pre-event engagement showed 75-80% of interest from outside McKinney.

Future Goals:

Increase Desirability Of Inventory
Increased Attendance
Improve Data Collection

CCMGA Plant Sales

- No Entry Fee Event
 - Fall Plant Sale: October 26, 2024 (*since 2019*)
 - Spring Plant Sale: late April 2025 (*since 2003*)
- ***Only fundraising events for the CCMGA organization***
- Provides attendees with native and adaptive plants

Fall Est. Event Expense Total \$22,300
Est. Event Revenue Total \$40,350
Est. Net Income \$18,050
Est. Total Participants 350+

Spring Est. Event Expense Total \$43,110
Est. Event Revenue Total \$70,345
Est. Net Income \$27,235
Est. Total Participants 1000+

CCMGA Workshops

- Multiple events, topics selected by public interest and needs
 - Tree Care- September 7, 2024
 - Propagation- October 4, 2024
 - Edible Gardening 101- late January 2025
 - Tomato Workshop- late February 2025
- Only CCMGA Ticketed Events
 - Most are 100 in-person (\$15), 500 virtual option (\$10); exception is Propagation (\$20, in-person only)
- *Breakeven events, overage goes to next workshop*
- Extensive pre and post event surveys currently taken
- *On average, 20-25% of attendees live outside McKinney*
- Goals: Attendance, Satisfaction, Education increased



Edible Gardening 101 2024 Results:

Event Expense Total \$ 578.78
Event Revenue Total \$ 1,855
Net Income \$ 1,276.22
Tickets: 95 in-person / 49 virtual

2025 Estimated:

Est. Expense Total \$ 695.50
Est. Revenue Total \$ 2,500
Est. Net Income \$ 1,804.50
100 in-person / 400+ virtual

Tomato Workshop 2024 Results:

Event Expense Total \$ 930.42
Event Revenue Total \$ 2,125
Net Income \$ 1194.58
Tickets: 100 in-person / 68 virtual

2025 Estimated:

Est. Expense Total \$ 1,245.50
Est. Revenue Total \$ 2,500
Est. Net Income \$ 1,254.50
100 in-person / 400+ virtual

Tree Care 2023 Results:

Event Expense Total \$ 3,030.50
Event Revenue Total \$ 2,400
Net Income \$ (-545.50)
Tickets: 80 in-person

2024 Estimated:

Est. Expense Total \$ 3,080.50
Est. Revenue Total \$ 2,500
Est. Net Income \$ (-580.50)
100 in-person / 400+ virtual

Propagation Workshop 2023 Results:

Event Expense Total \$ 276.05
Net Income \$ (-276.05)
Was offered as a Free event
Attendees: 49 in-person only

2024 Estimated:

Est. Expense Total \$ 305.50
Est. Revenue Total \$ 500
Est. Net Income \$ 194.50
50 in-person only

Advantages of Expanding Events & Funding Amount

● Broader Impact

Increased Reach: Engaging a wider audience by promoting multiple events.

Enhanced Education: Offering diverse learning opportunities through various events, workshops and plant sales.

● Financial Efficiency

Cost-Effective Marketing: Utilizing larger, multi-event print ads and shared marketing efforts.

Optimized Budget: Spreading the \$15,000 grant across multiple events for maximum impact and more organizational awareness/branding.

● Community Engagement

Year-Round Presence: Maintaining a continuous presence in the community through varied events.

Stronger Partnerships: Building and strengthening relationships with local businesses, sponsors, and volunteers.

● Tourism/Economic Benefits

Attracting Visitors: Drawing tourists to McKinney with a variety of events throughout the year all at Myers Park

Supporting Local Economy: Encouraging spending in local businesses by visitors and participants.



Proposed Event Budget – Expanded

EMT Budget (Covers A Walk In The Park and All Workshops)	Proposed		
	Expenses	Revenue	Net Income
2024 Tree Care Workshop - 100 in-person \$15 /100 virtual \$10			
Registration		2,500.00	
Square fees	137.50		
Simple Tix fees	208.00		
Speaker fees	350.00		
Advertising	150.00		
General Supplies & Materials For Demos (possible book and notebook)	2,235.00		
	3,080.50	2,500.00	(580.50)
2024 Propagation Workshop - \$20/tix in-person only, 50 seat capacity			
Registration		500.00	
Square fees	46.00		
Simple Tix fees	59.50		
Speaker Fees	-		
General Supplies & Materials For Demos	200.00		
	305.50	500.00	\$194.50
2025 Edibles 101/Vegetable Gardening - 100 in-person \$15 /100 virtual \$10			
Registration		2,500.00	
Square fees	137.50		
Simple Tix fees	208.00		
Speaker Fees	150.00		
General Supplies & Materials For Demos	200.00		
	695.50	2,500.00	\$1,804.50
2025 Tomato Workshop - 100 in-person \$15 /100 virtual \$10			
Registration		2,500.00	
Square fees	137.50		
Simple Tix fees	208.00		
Speaker Fees	150.00		
Tomato Plants, General Supplies & Materials For Demos	750.00		
	1,245.50	2,500.00	\$1,254.50
2025 A Walk In The Park (FREE)			
MCDC Grant		1,200.00	
Advertising	1,200.00		
Golf Car rentals (x2)	590.00		
Signs & Maps	160.00		
Balloons	20.00		
	1,970.00	1,200.00	(770.00)

Plant Sales	Proposed		
	Expenses	Revenue	Net Income
2024 Fall Plant Sale			
Sales		40,000	
MCDC Grant		350	
Advertising	500		
Cost of Goods Sold	20000		
General Expenses	200		
Square Fees	1600		
	FALL PLANT SALE TOTALS	22,300.00	40,350
			\$18,050.00
2025 Spring Plant Sale			
Sales		69,000	
MCDC Grant		1345	
Advertising	1395		
Cost of Goods Sold	30000		
General Expenses	8955		
Square Fees	2760		
	SPRING PLANT SALE TOTALS	43,110.00	70,345
			\$27,235.00
	TOTAL PLANT SALES	65,410.00	110,695.00
			45,285.00
The Garden Show	Proposed		
	Expenses	Revenue	Net Income
Sponsor & Vendor Fees		22000	
MCDC Grant		11,870	
Advertising	11,870.00		
Bank Expense	880.00		
EMT/First Aid/Security	3,100.00		
Golf Cart	700.00		
Education Booth Supplies	1,700.00		
Misc. Technology/Hot Spots/Boosters	1,000.00		
Pipe & Drape	8,000.00		
Signage & Printing	1,600.00		
Speakers	750.00		
Miscellaneous Supplies	1,600.00		
	TGS TOTALS	31,200.00	\$33,870
			\$2,670.00
Communications	Proposed		
	Expenses	Revenue	Net Income
Advertising/Marketing			
MCDC Grant		235	
Multi-use event signage	1,000.00		
General Promotion material	500.00		
Misc promo/marketing	535.00		
	2,035.00	235.00	(1,800.00)
Vendor Software & Applications			
Mailchimp	1,600.00		
Envato Elements	220.00		
Misc subscriptions	100.00		
	1,920.00	-	(1,920.00)
	COMMS TOTALS	3,955.00	235.00
			(3,720.00)

Grant Fund Usage

Requested Grant Amount = \$15,000
Expected Marketing Costs = \$17,000

Grant Impact: The grant will cover 88% of our overall marketing budget. CCMGA will cover the overage.

Budget Allocation: Heaviest promotion of The Garden Show. Comprehensive marketing plan covering all 8 events from July 2024 to June 2025

The grant funds will significantly enhance our marketing efforts, ensuring a successful year of events that align with MCDC's mission and goals.



Proposed CCMGA Marketing Plan

Print
Publication
Ads
\$8,025

SEO &
Digital
Ads
\$4,400

Radio
Ads
\$1,350

Printed
Materials
\$1,000

Promotional
Products
\$1,225

Influencer
Collaboration
\$1,000

Emails
**Covered In
Association
Costs**

Design
Services
**Volunteer
Provided**

PR/Marketing
Services
**Volunteer
Provided**

Online
Calendars
& Articles
FREE

Continuous Improvement and Data-Driven Evolution

Data Collection and Reporting:

- Enhanced Metrics: Implementing comprehensive data collection methods to track attendance, participant feedback, and engagement across all events.
- Survey Integration: Utilizing pre- and post-event surveys to gather detailed participant feedback and measure educational impact of workshops. Dedicated survey takers at other events in addition to headcount/city count efforts.
- Reporting: Detailed recap reports for each event, highlighting successes, areas for improvement, and alignment with MDCDC goals.

Future Goals:

- Expanded Reach: Increasing participation from diverse demographic groups and extending our impact beyond Collin County.
- Innovative Marketing: Exploring new marketing channels and techniques to attract a broader audience. And adjusting to cut efforts that are not resulting in effective ROI.
- Continuous Improvement: Regularly reviewing and refining our strategies based on collected data and feedback to ensure we are meeting community needs and advancing CCMGA's mission.





Alignment With MCDC Grant Goals

8 Events = More Engagement, Education and Economic Growth

Educational Focus: Showcases Earth-Kind® gardening principles, offering hands-on learning and practical education in sustainable gardening.

Community Engagement: Promotes volunteerism, provides educational experiences for residents and creates fun for attendees.

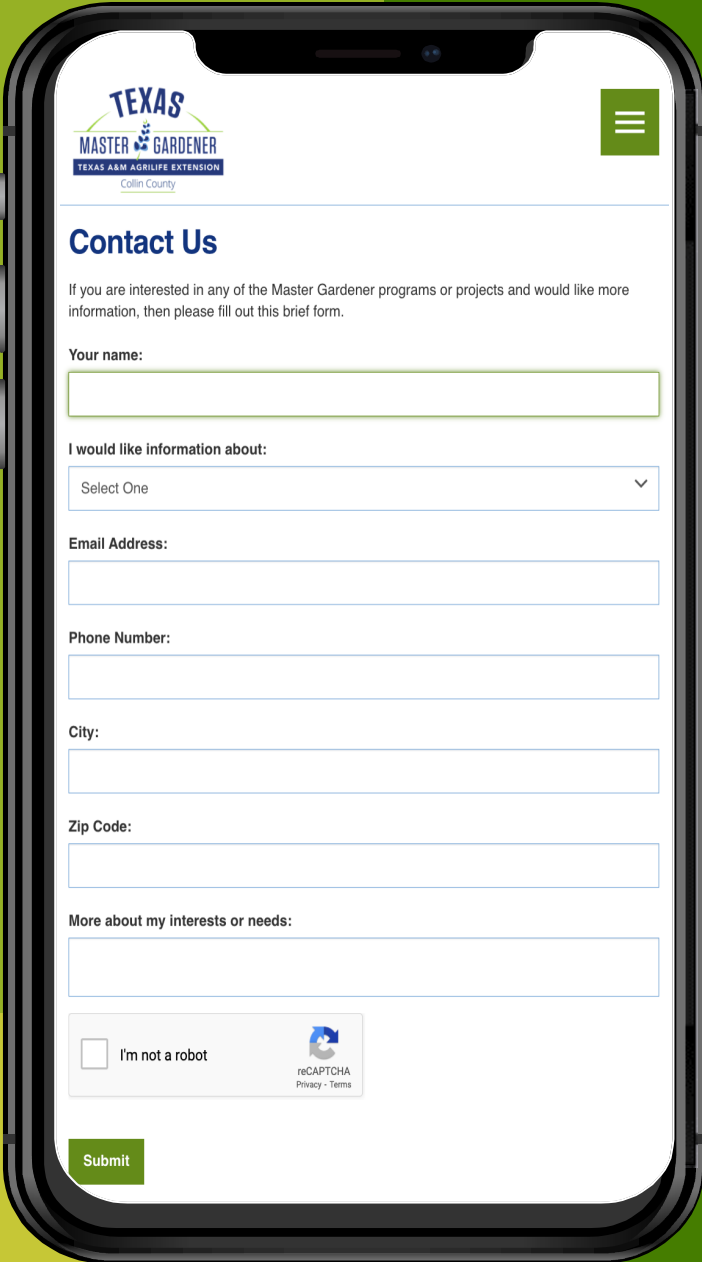
Tourism Promotion: Showcases Myers Park and McKinney's natural resources, enhancing the city's appeal to both residents and visitors. A Walk In The Park puts attendees in the 16 areas/gardens to show techniques and plants that thrive here.

Local Business Support: All of our events traveling to Myers Park spend money at businesses while visiting McKinney. The Garden Show puts local garden-related businesses and non-profits in front of attendees.

Gardening Economic Impact: Supports local businesses, increases property values, and promotes sustainable practices by offering superior quality plants at Plant Sales.

Low/No Entry Fees: Ensures inclusivity and accessibility for all residents and visitors.

Sustainable Growth: Contributes to community well-being through education, cultural enrichment, and fostering environmental stewardship.



TEXAS
MASTER GARDENER
TEXAS A&M AGRILIFE EXTENSION
Collin County

Contact Us

If you are interested in any of the Master Gardener programs or projects and would like more information, then please fill out this brief form.

Your name:

I would like information about:
Select One


Email Address:

Phone Number:

City:

Zip Code:

More about my interests or needs:

I'm not a robot 
reCAPTCHA
Privacy - Terms

Be Part Of Our Events! Sign Up For Our Emails

Choose to receive any of the following:

- Monthly Gardening Newsletter (1st of each month)
→ Includes articles written specifically for Collin County gardening and every level of gardener.
- Upcoming Events Email (15th of each month)
→ Includes information on events, workshops, classes, webinars from CCMGA as well as other events from Texas Agrilife and other Master Gardener groups.

Scan the QR code or go to
<https://bit.ly/CCMGAnewsletter>
to join our email list.





Thank You!

We are deeply grateful for the support and partnership of the McKinney Community Development Corporation (MCDC). The \$15,000 grant will be instrumental in advertising our Myers Park events, significantly increasing our exposure and participation. We look forward to continuing our collaboration to enhance the quality of life in McKinney through educational, cultural, and community-focused events.

Collin County Master
Gardeners Association

#WeGrowGardeners