



McKinney Community Development Corporation
June 29, 2017



Collin County Master Gardeners Association

- Established in 1997 as a 501(c)3
- Educational and volunteer based program affiliated with the Texas A&M AgriLIFE Extension Service of the Texas A&M University system.
- We are based in McKinney.

TEXAS A&M
AGRILIFE
EXTENSION



Collin County Master Gardeners Association



- 300+ Knowledgeable, dedicated and trained volunteers.



Collin County Master Gardeners Association

Membership requires 130 hours intensive training

- Candidates complete **12 week/65 hours** of classroom instruction course taught by Texas A&M.
- 12 week course includes homework, weekly quizzes, tests, field trips and hands on projects.
- Topics: lawn care, ornamental trees and shrubs, insects, disease, and weed management, soils and plant nutrition, vegetable gardening, home fruit production, garden flowers, and water conservation.
- Post classroom work requires 65 volunteer hours in order to become “certified”.
- **87%** retention rate.

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EarthKind® Research & Demonstration Gardens at Myer's Park in McKinney

- ▶ Started in 2008
- ▶ More than **50,000 hours** have been dedicated to developing more than **30 acres** of bare land into demonstration gardens.
- ▶ Provide Collin County residents and visitors with a **valid reliable living display of EarthKind's scientific procedures**. The goal is that all visitors will benefit by using these procedures in their own gardens.



The Garden Show

-what a garden show should be!



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The Garden Show

- Started in 2010
- 2 day educational “One of a Kind Destination” outreach event
- Not a fundraiser
- Entrance proceeds go to a charity partner
- **9000+ attendees in 2017**
- More than **60 local independent sponsors & vendors**; primarily from Collin County, but mostly from McKinney
- **15 educational & demonstrations booths** for adults & children
- Supported by the cities of McKinney, Allen & Richardson



The Garden Show

Tourism

Family Fun for everyone!

- ▶ The Garden Show (TGS) is an educational “One of a Kind Destination” outreach event”.
- ▶ Garden Show attendees come from 5 surrounding counties, some as far as Oklahoma, Arkansas, Waco & Austin and make attending TGS a day trip to McKinney.
- ▶ Bus loads of MG from other counties attend.
- ▶ The Garden Show brings a diverse population together with trained Master Gardeners who share their expertise in safe, proven horticultural practices.



The Garden Show

Business Development

- ▶ Vendors at The Garden Show are **primarily local independent small businesses based in McKinney & Collin County.**
 - ▶ Plants, seeds, yard art, garden tools
 - ▶ Garden Accessories & outdoor furniture
 - ▶ Local gourmet foods, honey and Texas Olive Oil
- ▶ We have very strong relationships with vendors resulting in **80% vendor retention rate since first show in 2010**
- ▶ Local vendors re-spend revenue in McKinney and Collin County
- ▶ Local independent vendors improve and **reinforce McKinney's uniqueness.**



The Garden Show

Marketing & Outreach

CCMGA plans to use a multi channel marketing approach to advertise The Garden Show 2018.

Previous advertising includes:

- ▶ Garden Wise Gazette
- ▶ Good Family Life
- ▶ Allen Image Mag.
- ▶ Prosper Living Mag.
- ▶ Natural Awakenings Mag.
- ▶ 97.5FM KLAK radio
- ▶ Facebook ads
- ▶ Instagram
- ▶ Twitter
- ▶ Dallas Morning News Guide



Collin County Master Gardeners Association

Finances

- CCMGA is a self-supporting organization (due to spring and fall fundraisers).
- The Garden Show, while self-supporting, faces the need to reach a rapidly growing Collin County population and that means increasing our advertising and promotional efforts.



Collin County Master Gardeners Association

Finance

- MCDC grant money would enable The Garden Show to increase advertising and promotion efforts to reach more McKinney & Collin County residents, creating positive awareness of our educational “One of a Kind Destination” outreach event.
- More Money = Larger & More frequent advertisements in More publications = Larger Attendance



Collin County Master Gardeners Association

Finances

- With McKinney & Collin County's rapid growth, reaching a larger audience would assist our mission to provide the community with research-based horticultural information.
- Additional ads would reinforce the value of our educational "One of a Kind Destination" outreach event and build a loyal base of returning visitors.



Collin County Master Gardeners Association

Larger Attendance means:

- More satisfied and informed residents result in enhanced quality of life and increased sales/profit for the vendor businesses. Increased attendance builds retention with existing sponsors & vendors and attracts new ones.



Guided tours of research and demonstration gardens during both days.



Questions?

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