

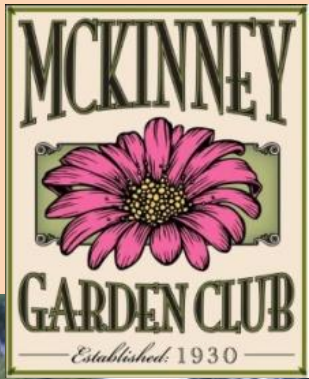
# Celebrating 90 Years of Continual Beautification Services & Projects in McKinney



## Sharon Scott, President of the McKinney Garden Club

- Licensed Professional Counselor in private practice,
- Author of nine award-winning books,
- An international trainer,
- Native Texan,
- MGC has donated \$17,000 to beautifying McKinney since she took office in June 2019.
- Active community volunteer:
  - Collin County Meals on Wheels delivery driver
  - Awarded the 2019 McKinney Residential Historic Preservation Project
  - Rotary Community Service Chair
  - Crisis Care Team member of the North Texas Conference of the United Methodist Church
  - Has 3 trained therapy dogs who visit nursing homes and work with her in her office.



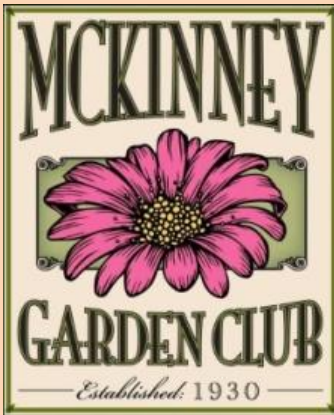


# Celebrating 90 Years of Continual Beautification Services & Projects in McKinney



Lovejoy Memorial Flowerbed, Finch Park, design, plants, & maintenance by MGC





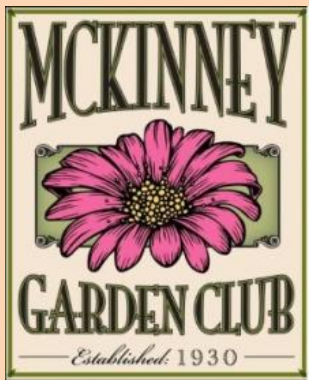
*McKinney*  
**GARDEN & HOME**  
10:00AM - 4:00PM *Tour*

*May*

					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

**SATURDAY MAY 30, 2020**  
**MCKINNEYGARDENCLUB.ORG**





# Garden & Home Tour

## Sat., May 30, 2020



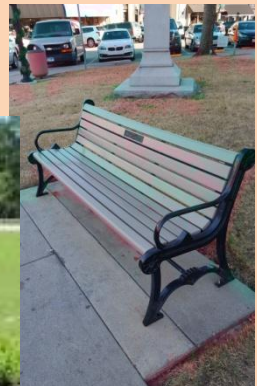
### Rain or Shine Event Details

**WHEN:** Saturday, May 30, 2020, 10am to 4pm

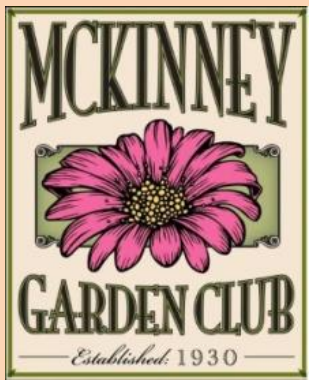
**WHERE:** Garden/Homes in McKinney's Historic District

**WHO:** Event is open to the public. Cost is \$25 per person at MGC's website, MGC's booth at The Garden Show, March 14-15, 2020, and at local retail outlets.

**WHY:** MGC's major fundraiser, 100% of net proceeds poured back into McKinney for beautification-related programs/projects and scholarships to enhance quality of life for all citizens.







# Garden & Home Tour

## Sat., May 30, 2020



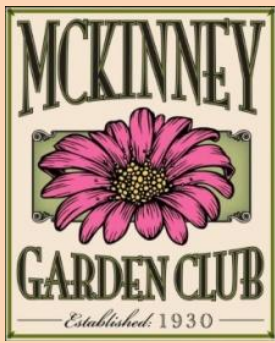
## How Event Showcases & Promotes McKinney

- 14<sup>th</sup> Year of highly anticipated community-focused Tour, held every two years since 1989.
- Local retail vendors to promote & sell our 2020 Garden & Home Tour tickets:
  - Sandwich boards /posters provided for vendors' store fronts
  - New in 2020 - Window clings provided to vendors for 24/7 promotion of our Tour.
  - New in 2020 – 1.5 hour Neil Sperry or Howard Garrett book signing event at one retail vendor to promote our Tour along with promotion on radio programs.
- Our promotion campaign highlights the best of what makes McKinney unique to attract tourism to our beautiful city while increasing business development.



**Dirt Doctor**  
Howard Garrett





# Garden & Home Tour

## Sat., May 30, 2020

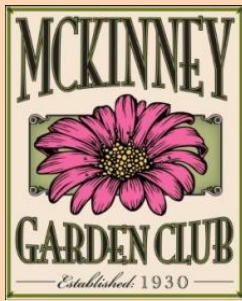


### How MGC Tour Will Develop New or Expanded Business & Tourism

- Tour garden/homes from 1890s showcasing McKinney's unique historical legacy juxtaposed with the South's finest gardens, designs, & distinctive features.
- Promotion plan reaches outside McKinney, Collin County, & Texas to encourage new business and tourism.







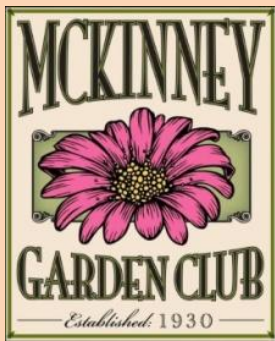
# Garden & Home Tour

## Sat., May 30, 2020



### Pre-Event Promotional Advertising for Tour

- **\$11,280 Pre-Event Grant Promotion Advertising Expense**
- **PRINT & DIGITAL ADS - \$5,810 Total**
  - **\$4,360** Community Impact - 18 total ads (2 print & 16 digital), April/May, Dallas METRO (8 markets) & McKinney 1/4 pg ad
  - **\$1,450** The Art of Living Beautifully - March full-page Save-the-date, April 3-videos Sharon Scott interview on TAOLB blog/Facebook, May 2-page spread in TAOLB.
- **RADIO PROMOTIONS - \$5,470 Total**
  - **\$2,470** Neil Sperry or Dirt Doctor Radio Show – 62 total radio announcements, Daily Commentaries, Radio station promos, May Sundays, 2/show 60-sec, Commentaries M-F, May 4 & 11, Radio station promo 20 per week, 1.5 hour book signing at a retail ticket vendor.
  - **\$3,000** KLAK 97.5 Radio - 130 30-sec commercials, 10 per day for 13 days, from May 16 to May 29, with on-air interview prior to May 30 with MGC president, Sharon Scott.



# Garden & Home Tour

Sat., May 30, 2020

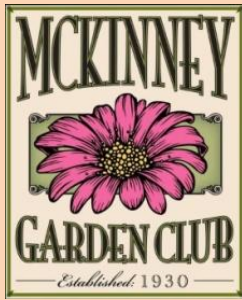


## Total Estimated Tour Budget

REVENUE	ESTIMATES	
Advertising/Sponsor Sales	\$ 3,575	
Ticket Sales (1023 @\$25)*	\$25,575	
MCDC Grant Potential**	\$11,280	
<b>TOTAL REVENUE</b>		<b>\$40,430</b>
EXPENSES		
Pre-event Advertising**	\$11,280	
Bookmarks/Cards	\$ 200	
Ticket/books	\$ 1,600	
Yard signs	\$ 497	
Posters	\$ 285	
Social media	\$ 250	
Tour fans, day of event	\$ 300	
Graphic designer	\$ 550	
PayPal	\$ 1,320	
Plaques (homeowners)	\$ 975	
Insurance	\$ 300	
Other supplies	\$ 250	
<b>TOTAL EXPENSES</b>		<b>\$ 17,807</b>
<b>TOTAL ESTIMATED NET PROFIT</b>		<b>\$ 22,623</b>

\*Includes 272 tickets by 68 current MGC members for \$6,800 & 751 tickets by retail stores, MGC website, etc.  
 \*\*Contingent on final MCDC grant award amount on 1/23/2020.





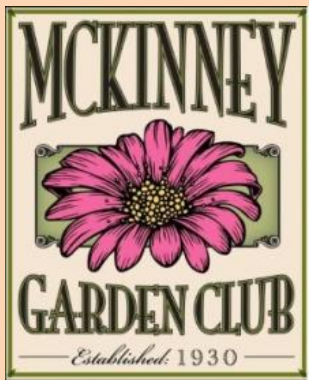
# Garden & Home Tour

Sat., May 30, 2020



## **Dirt Doctor (Howard Garrett) Media Audience & Circulation**

1. DFW Radio 385,000 weekly listeners;
2. Dirt Doctor App Broadcasts 24/7;
3. Podcasts Digital Networks, iStore;
4. DirtDoctor.com 3,250,000 people annually;
5. Dirt Doctor Forums 25,762,000 posts read;
6. Dirt Doctor Newsletter 107,500 subscribers;
7. Dallas Morning News column 248,000 circulation;
8. 16 Books in print,
9. Dirt Doctor Business Listing 4,700 businesses;
10. YouTube 640,000 views;
11. Social Media - Facebook, Twitter, Podcasts;
12. Texas Organic Research Center - Research and Certification;
13. Dirt Doctor Seal Products and Services.



# Garden & Home Tour

Sat., May 30, 2020



**Thank you for your  
time, review, and  
consideration.**

