

The Garden Show 2018



The Garden Show 2018 Grant Report Narrative and Financial Report

*Bonnie Landon and Dawn Oldfield
The Garden Show 2018 Co-chairs
Collin County Master Gardeners Association*

The Garden Show 2018 was held the weekend of March 17-18, 2018 at Myers Park & Event Center in McKinney and involved 10 sponsors, 47 vendors, one charity partner and 10 non-profits. This event generated \$23,680 in revenue and \$18,344.75 in expenses.

McKinney Community Development Corporation

Grant Report Narrative and Financial Report



Organization:	Collin County Master Gardeners Association
Funding Amount	\$6,000
Project/Promotion/Community Event	The Garden Show 2018
Start Date	March 17, 2018
Completion Date	March 18, 2018
Location	Myers Park & Event Center 7117 County Road 166 McKinney, TX 75071

The Garden Show 2018 was held the weekend of March 17-18, 2018 and involved ten sponsors, 47 vendors, one charity partner, and ten non-profits. The Show Barn at beautiful Myers Park & Event Center was home to the event and welcomed about 6,500 visitors over a two-day period.

During the event, attendees shopped for garden-related products and services from our sponsors and vendors, as well as some of the non-profits. Other non-profits distributed literature and created awareness of their Collin County-based organizations. Collin County Master Gardeners and specialists, the City of McKinney's Environmental Education & Community Outreach Coordinator, and Texas A&M AgriLife Extension representatives offered several educational programs on topics that included vegetable/tomato gardening, preserving your harvest, creating container gardens and tablesapes, garden pests, living green, and viticulture.

Our Garden Show 2018 charity partner, Volunteer McKinney, received the gate proceeds raising a total of \$4,766.50 during the two-day event.

Promoting the Event

We used a multi-channel marketing approach to promote The Garden Show 2018 by creating Facebook ads, print advertising, digital advertising, radio advertising as well as collateral materials such as flyers and brochures. We also utilized our own website, ccmgatx.org to promote the event.



Collin County Master Gardeners
The Texas A&M AgriLife Extension Service, Collin County

Home | Community Service | Earth-Kind Gardening | Gardening Resources | FAQ | About Us

The Garden Show March 17-18

Get your wagons ready!
This year's Garden Show will be better than ever - more vendors, more plants, more gardening presentations and more activities for the whole family.
[View Event Details](#)

Grape and Fruit Tree Propagation Workshop
Friday, March 23, 2018 9am-3pm
[Register Now](#)

UPCOMING PUBLIC EVENTS

UPDATED! Texas State Master Gardeners' Annual Conference 2018
Apr 03 | College Station

EarthKind Garden Party
Apr 14 | 11:00 AM | Plano Whole Foods

Container Gardening - Resurrection Lutheran Church
Apr 15 | 01:15 PM | Resurrection Lutheran Church 1919 Independence Pkwy, Plano, Texas (Celebration Center)

Snapple Earth Day Fair
Apr 19 | 10:30 AM | Snapple, 5301 Legacy Dr, Plano

Plant Sale Info Booth!
Apr 21 | 09:00 AM | Show Barn, Myers Park

[View Event Calendar >](#)

POPULAR GARDEN TOPICS

Water Conservation Tips
Vegetable Gardening Basics
Rose Rosette Disease
Amending Your Soil

GARDENING IN COLLIN COUNTY

Discover Texas Superstar® Plants
Check Out Our Vegetable Picker
Get into Earth-Kind® Gardening
Adding Seasonal Color
Earth-Kind Dwarf Ornamental Trial Gardens in Prosper

Planting your spring veggie garden?
Learn what varieties grow best in Collin County.

Join Our Mailing List
Would you like to receive occasional email about upcoming classes, events, and/or the Garden Wise Gazette? Then click on "Join Our Mailing List" to subscribe.


Who are Collin County Master Gardeners?
Learn more about the Collin County Master Gardeners and our upcoming events.

This Month's Garden Checklist
See the list of things to do this month to keep your garden gorgeous.

What's Blooming in the Demo Gardens?
Come out to Myers Park and visit the Earth-Kind® Research and Demonstration Gardens. There's always something in bloom.

Read the latest Garden Wise Gazette.
Check out the current issue of our newsletter about gardening in Collin County.

Collin County Master Gardeners Association Website Home Page



Collin County Master Gardeners

The Texas A&M AgriLife Extension Service, Collin County

Home
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About Us

Community Service

- [A Walk In The Park](#)
- [Adult Educational Programs](#)
- [Allen Heritage Village](#)
- [Bulb & Perennial Mart](#)
- [CCMGA Academic Scholarship](#)
- ▶ [The Garden Show](#)
- [Heritage Farmstead Victorian Garden](#)
- [Horticulture Therapy](#)
- [Information Booth](#)
- [Information Center](#)
- [Plant Sale](#)
- [Research & Demonstration Gardens](#)
- [Speakers Bureau](#)
- [Water Related Education](#)
- [Youth Educational Programs](#)

Like us on Facebook

Like us on Facebook and get the latest on CCMGA events and workshops

THE GARDEN SHOW 2018

What a garden show should be.

SATURDAY, MARCH 17, 2018

9:00 AM TO 5:00 PM

SUNDAY, MARCH 18, 2018

11:00 AM TO 5:00 PM

by Dawn Oldfield, CCMGA Public Relations Chairperson

A perennial favorite for residents of Collin County, the eighth annual event will showcase new and creative ideas, informative classes, vetted vendors, activities for the whole family, and fun entertainment. There is no better place than **The Garden Show** to learn about North Texas gardening and Earth-Kind® gardening principles. **The Garden Show**, presented by the Collin County Master Gardeners Association, will take place on March 17 & 18, 2018 at beautiful Myers Park & Event Center in McKinney, Texas.

This year's fun-filled two-day event features a "Seed to Table" theme. Demonstrations and presentations will run throughout the show on a variety of topics that include:

- KEYNOTE PRESENTATION: From Vineyard to Glass Jar or Mouth - Growing Grapes in North Texas** – presented by Michael Cook, Viticulture Program Specialist - North Texas, Texas A&M AgriLife Extension Service
- Garden Pests: The Who, What, and Why – presented by Jim Ewoldsen
- Vegetable Gardening – presented by Linda Hornbaker
- Canning Your Harvest – presented by Chef Sandra Jones
- Tablescapes from your Garden – presented by Kadette LaGro
- Container Gardening – presented by Joyce Cleary
- Earth-Kind® Perennials – presented by Diane Sharp
- 35 Shades of Green – presented by Martha Cavazos-Fipps
- Let's Ketchup on Tomatoes – presented by Daniel Cunningham, The Texas Plant Guy and Horticulturist at AgriLife Water U

The Garden Show 2018 is an indoor event, so come rain or shine! Find room to grow at **The Garden Show!**

Hours are from 9:00 a.m. – 5:00 p.m. on Saturday, March 17 and from 11:00 a.m. – 5:00 p.m. Sunday, March 18. The price of entry on both days is a donation of \$2 per person. **All proceeds will benefit Volunteer McKinney.** Parking is free! Visit <http://www.ccmgatx.org/TheGardenShow> for up-to-date information.

Join our [email list](#) to receive updated information.

WHERE:

Myers Park & Event Center
7117 County Road 166
McKinney, TX 75071
[Click here for a printable map](#)

FEATURING:

Presentations for Homeowners
Local Vendors
Speakers
Tours of Earth-Kind® Research and Demonstration Gardens
Children's Activities

FOR MORE INFORMATION [CLICK HERE.](#)

(Please check back often as we update this page with information for The Garden Show 2018.)

The Collin County Master Gardeners Association is an educational service organization of volunteers who are trained in horticulture, landscaping, soil improvement, water conservation, and many other topics important to Collin County gardeners. The CCMGA volunteer program is administered by the Texas A&M AgriLife Extension Service through the Horticulture Agent in Collin County.

Publications

- [The Garden Wise Gazette](#)
- [Aggie Horticulture Update](#)
- [AgriLife Online Bookstore](#)


Texas A&M AgriLife Links

- [Collin County AgriLife Extension](#)
- [Local AgriLife Events](#)
- [Aggie Horticulture Website](#)

Contact Us

- [Gardening Information Center](#)
- [Become a Master Gardener](#)
- [Directions to Myers Park](#)
- [Join our eMail List](#)

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The Garden Show Earth-Kind® Gardening

presented by the Collin County Master Gardeners

March 17 and 18, 2018 | Myers Park & Event Center | McKinney, TX

Saturday, March 17, 9am-5pm

Sunday, March 18, 11am-5pm

**Myers Park and Event Center
7117 County Road 166, McKinney, TX 75071**

JOIN US AND LEARN ABOUT EARTH-KIND® GARDENING IN COLLIN COUNTY

The Garden Show is an indoor event packed with exciting and informative educational events with hands on activities and demos from local experts. Speakers will present timely information on outdoor living in North Texas.

Bring your wagons and carts to fill with your purchases!

Presentations for Homeowners • Local Vendors • Speakers

Hands-on Demonstrations • Children's Activities

Tours of Research and Demonstration Gardens at Myers Park

Free Parking

Much, Much More!

\$2 donation per person to enter — Proceeds benefit our Charity Partner

Volunteer McKinney – <http://volunteermckinney.org/>

Our Speakers

Presentations will be made by well-known speakers, Texas A&M AgriLife Extension Specialists, Sponsors, and Collin County Master Gardeners and will emphasize Earth-Kind® living in North Texas.

Joyce Cleary | Diane Sharp | Jim Ewoldsen | Linda Hornbaker | Martha Cavazos-Fipps | **Chef Sandra Jones** | Daniel Cunningham | Erin Hoffer | **Michael Cook** | Kadette LaGro

Schedule Highlights

Saturday

09:30 Earth-Kind Perennials - Diane Sharp

09:30 Garden Pests: The Who, The What and Why - Jim Ewoldsen

11:00 Vegetable Gardening - Linda Hornbaker

11:00 35 Shades of Green - Martha Cavazos-Fipps

12:30 **Vineyard to Glass Jar or Mouth - Michael Cook***

02:00 Thriller, Filler, Spiller: Container Gardening 101 - Joyce Cleary

02:00 **Fresh From the Gardens: Preserving Your Harvest - Chef Sandra Jones***

03:30 Growing Healthy Trees - Erin Hoffer

03:30 From Your Garden to Your Tablescape - Kadette LaGro

Sunday

11:30 Let's Ketchup on Tomatoes - Daniel Cunningham

11:30 Garden Pests: The Who, The What and Why - Jim Ewoldsen

12:30 **Fresh from the Gardens: Preserving Your Harvest - Chef Sandra Jones***

12:30 35 Shades of Green - Martha Cavazos-Fipps

02:00 Earth-Kind Perennials - Diane Sharp

02:00 Thriller, Filler, Spiller: Container Gardening 101 - Joyce Cleary

*Keynote Speaker




[View/Print the Full Event Schedule](#)

Resources



[Save the Date](#)

Our 2018 Sponsors






Gold Sponsors

Silver Sponsors

Bronze Sponsors

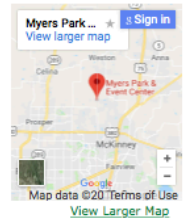






Resources


Save the Date

Follow The Garden Show on Facebook

Map to Myers Park







Gate proceeds will benefit Volunteer McKinney.



Our 2018 Vendors

380 Chiropractic & Wellness
 Ag Power
 Angee and Teresa's Gardening Stones
 Bare Naked Bee Co.
 Barris Pottery & Ceramics
 Basket Jacket by Charlotte
 Beldon
 Best Bug Bait
 Bridg Brammer Bags
 Canticle Farm
 CF Sharpening Services
 Chambersville Tree Farms
 City of Allen
 City of McKinney
 City of Richardson
 Collin County Farm Museum
 Collin County Feed and Seed
 Collin County Hobby Beekeepers Association
 Crape Myrtle Trails
 Dallas County Master Gardeners
 Daylight Rangers
 Designs by Debbie
 Diggin It
 Don Felipe Designs
 Eden Hill Vineyard
 Fannin Tree Farm
 Fresh from the Gardens/Chef Sandra
 Garden Gems
 Grandma's Cupboard, LLC
 Greater Dallas/Ft. Worth Bromeliad Society
 Heritage Tree Service
 Heritage Tree Service of Texas
 Hollyberry Herb Farm
 Home Grown Plants
 Hot Rita's Party Starters
 Hugs Cafe, Inc.

JoJo's Sweet Treats
 Joy Farm/Texas Olive Ranch
 Kaleidoscope Farm
 Landmark Equipment, Inc.
 Lavender Ridge Farms
 Luscombe Farm
 Specialty Foods
 Lush Landscape Concepts
 Matrix Ministries - Crafts for Orphans
 McKinney Garden Club
 McKinney Tour de Coop (Chestnut Square)
 Michael Cook
 Mister's Garden (JellyBean Publishing, LLC)
 Mix It Up
 Native
 Native Plant Society - Collin County Chapter
 North Texas Municipal Water District/Enviromedia
 Outdoor Wooden Furniture by Stan
 Ozarklake Copper Garden Art
 Puckett's Lawn & Garden Center
 Rain Lilies Boutique, LLC
 Ready, Set, Grow
 Shades of Green
 Sky Homes
 Spell Bound
 Texas A&M AgriLife Water
 Texas Olive Ranch
 Texas Pure Products
 The Amazing Dip Company
 The Greater Dallas/Ft. Worth Bromeliad Society
 Trinity Lightweight Expanded Shale
 Unique Yard Art
 Volunteer McKinney
 Web Permaculture
 Whole Foods Market
 Wild Birds Unlimited

Collin County Master Gardeners Association Garden Show — bottom of child page

We promoted the event heavily on our Facebook page, <https://www.facebook.com/ccmgatx/>, as well as including posts on Instagram and Twitter.

The image displays two side-by-side screenshots of Facebook event pages for 'The Garden Show 2018'. Both pages are hosted by 'Collin County Master Gardeners' and are public events. The left page is for Saturday, March 17, from 9 AM to 6 PM. The right page is for Sunday, March 18, from 11 AM to 5 PM. Both events are held at Myers Park & Event Center, 7117 County Road 166, McKinney, Texas 75071. The pages show event details, photos of the garden show, and lists of attendees. The left page shows 190 went and 1.2K interested, while the right page shows 53 went and 342 interested. Both pages include a 'Details' section with a description of the event and a 'KEYNOTE PRESENTATION' section.

Collin County Master Gardeners Association Facebook Event Pages

As we have done in years past, we created a Facebook ad targeted towards our desired demographic, bringing McKinney and Collin County residents with horticultural needs together with research-based gardening information delivered by Collin County Master Gardeners and Texas A&M AgriLife experts, as well as products and services offered by vendors at the show.



Collin County Master Gardeners Association Facebook Ad

This ad ran from March 3rd through March 17th for a budgeted amount of \$200 and reached 25,294 people with 35,018 impressions and 996 clicks at an average cost per click of \$.20. The age range of our audience for this ad was 18–65 living in North Texas, with interests including the following: home and garden, gardening, flower garden, landscape, garden design, perennial plants, vegetable gardening, container gardening, trees, lawns, shrubs, mulch, herbs, tomatoes and flowering plants.

During the weeks and months leading up to The Garden Show 2018, we created and scheduled Facebook, Instagram and Twitter posts that featured our sponsors and speakers, and reminded attendees to save the date, bring their own carts, and linked to our website for additional information about the show.

This year we purchased ads in the following publications:

Allen Image
¼ page ad

From Seed to Table

THE 2018
Garden Show
Presented by the Collin County Master Gardeners Association

Saturday, March 17
9 am – 5 pm

Sunday, March 18
11 am – 5 pm

www.ccmgatx.org/thegardenshow

SPONSORED BY
MCKINNEY COMMUNITY DEVELOPMENT CORPORATION
TEXAS A&M AGRILIFE EXTENSION
FREE PARKING
COLLIN COUNTY MASTER GARDENERS

MYERS PARK & EVENT CENTER
7117 County Rd. 166, McKinney, TX 75071

Edible DFW
¼ page ad

From Seed to Table

THE 2018
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www.ccmgatx.org/thegardenshow

SPONSORED BY
MCKINNEY COMMUNITY DEVELOPMENT CORPORATION
TEXAS A&M AGRILIFE EXTENSION
FREE PARKING
COLLIN COUNTY MASTER GARDENERS

MYERS PARK & EVENT CENTER
7117 County Rd. 166, McKinney, TX 75071

Dallas Morning News Guide
¼ page ad

From Seed to Table

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Saturday, March 17
9 am – 5 pm

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11 am – 5 pm

MYERS PARK & EVENT CENTER
7117 County Road 166
McKinney, TX 75071

Admission: \$2 donation per person
Proceeds go to support Volunteer McKinney

COLLIN COUNTY MASTER GARDENERS
TEXAS A&M AGRILIFE EXTENSION
FREE PARKING

For more information visit
www.ccmgatx.org/thegardenshow

SPONSORED BY
MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

Plano Magazine
½ page ad

From Seed to Table

THE 2018
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Saturday, March 17
9 am – 5 pm

Sunday, March 18
11 am – 5 pm

www.ccmgatx.org/thegardenshow

SPONSORED BY
MCKINNEY COMMUNITY DEVELOPMENT CORPORATION
TEXAS A&M AGRILIFE EXTENSION
FREE PARKING
COLLIN COUNTY MASTER GARDENERS

MYERS PARK & EVENT CENTER
7117 County Rd. 166, McKinney, TX 75071

Prosper Living
¼ page ad

From Seed to Table

THE 2018
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Presented by the Collin County Master Gardeners Association

Saturday, March 17
9 am – 5 pm

Sunday, March 18
11 am – 5 pm

www.ccmgatx.org/thegardenshow

SPONSORED BY
MCKINNEY COMMUNITY DEVELOPMENT CORPORATION
TEXAS A&M AGRILIFE EXTENSION
FREE PARKING
COLLIN COUNTY MASTER GARDENERS

MYERS PARK & EVENT CENTER
7117 County Rd. 166, McKinney, TX 75071

Frisco Style
¼ page ad

From Seed to Table

Sat, March 17 | 9 am – 5 pm
Sun, March 18 | 11 am – 5 pm

MYERS PARK & EVENT CENTER
7117 County Rd. 166, McKinney, TX 75071
www.ccmgatx.org/thegardenshow

THE 2018
Garden Show
Presented by the Collin County Master Gardeners Association

SPONSORED BY
MCKINNEY COMMUNITY DEVELOPMENT CORPORATION
TEXAS A&M AGRILIFE EXTENSION
FREE PARKING
COLLIN COUNTY MASTER GARDENERS

The distribution and readership of each of these magazines is:

Allen Image	Reach: 45,000 Allen, Fairview, Lucas and Parker
Dallas Morning News Guide	Reach: 600,000 print subscribers (average in Collin County is 270,710) Digital Reach: 1.4 million monthly views with 600,00 unique visitors with a 1.3 minute average visit
Edible DFW	Reach: 105,500 per quarter DFW Metro area
Frisco Style	Reach 65,500 (approximately 175,000+ readers) Frisco, McKinney (Stonebridge Ranch and Craig Ranch), North Plano, South Prosper
Plano Magazine	Reach: 434,000 Monthly Readers Plano (residential delivery)
Prosper Living	Reach: 24,000 Prosper and Celina



In addition, we purchased radio spots on KLAK 97.5FM to run the week leading up to the show along with a live, three-hour appearance by Alan Fremont on Saturday morning from 9:00am – Noon. Here is the copy for the radio spots:

*It's that time of the year again ... The Garden Show 2018 presented by the Collin County Master Gardeners Association, and **partially funded by the McKinney Community Development Corporation**. In its 8th year, this annual event will showcase new and creative ideas, informative classes, vendors – many of them local – and activities for the whole family. The Garden Show will take place on March 17th and 18th at beautiful Myers Park & Event Center in McKinney. Join me, Alan Fremont on Saturday, March 17th from 9am to Noon as I'll be broadcasting live! The Garden Show is an indoor event, so come rain or shine! Find room to grow at The Garden Show! For more information, visit CCMGATX.ORG back slash The Garden Show.*

Press releases were distributed to:

- Dallas Morning News
- Community Impact
- Star Local Media
- Plano Magazine
- Allen Image
- Prosper Living (also covers Celina)
- Little Elm Living
- North Texas eNews
- Click Allen ePublication
- Texas Gardeners Seeds eNewsletter
- TMGA eNewsletter
- KLAK Radio 97.5 FM
- Frisco Style Magazine
- Edible Magazine
- Richardson Living
- Good Life Family
- Sherman-Denison Herald newspaper
- McKinney CVB
- Denton Record Chronicle
- MCDC
- Anna-Melissa-Van Alstyne newspaper
- Prosper Press



Other promotional activities:

- Save the date flyers distributed by our members, sponsors and vendors
- *Garden Wise Gazette* (the Collin County Master Gardeners Association public newsletter)
- Road Signs
- The Garden Show 2018 brochure
- Word of mouth

Performance Metrics

2016 Visitors — 6,000

2017 Visitors — 9,000

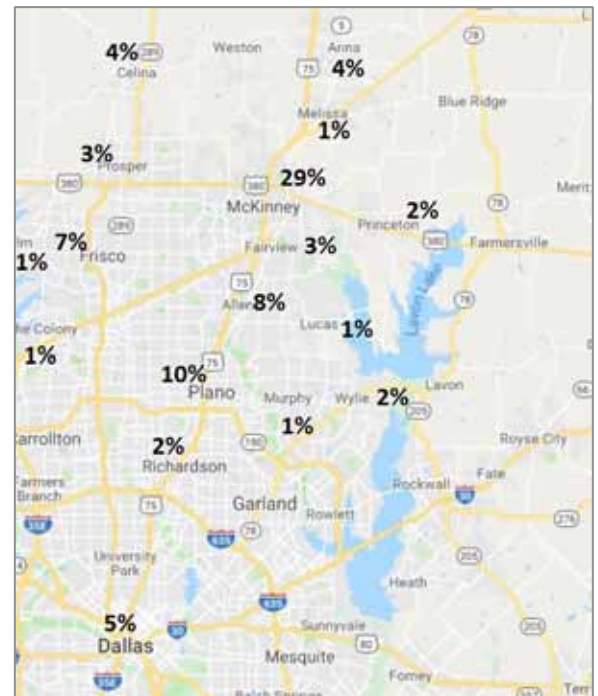
2018 Visitors — 6,500

Attendance on Saturday was on a par with 2017 numbers, however Sunday attendance was down. We believe this to be due to the forecast for severe storms, some with hail, happening around mid-day on Sunday.

To determine the origin of attendees, a fun “Human Bean Counting” Simple Random Survey (SRS) was conducted during the two days of the show. Attendees placed ‘beans’ in vases with area zip codes, (see photo upper right). Approximately 18% (1184) of the attendees participated in the “Human Bean Counting” survey.

Results of the “Human Bean Counting” (SRS) indicate the following origin of the show attendees:

- 29% of the attendees were from McKinney
- 54% of the attendees were from McKinney’s neighboring cities. (see map graphic)
- 14% of the attendees were from neighboring counties
 - Denton
 - Dallas
 - Grayson
 - Hunt
 - Rockwall
 - Tarrant
 - Parker
 - Fannin
- 3% of the attendees from out of the area
 - San Antonio
 - Oklahoma
 - Wisconsin
 - California



From Seed to Table



The 2018 Garden Show

Presented by The Collin County Master Gardeners Association

Saturday, March 17 9 am – 5 pm Sunday, March 18 11 am – 5 pm
www.ccmgatx.org/thegardenshow



- Gardening Presentations
- Hands-on Demonstrations
- Children's Activities
- Local Vendors
- Tours of the International Award-winning Earth-Kind® Research and Demonstration Gardens in Myers Park
- FREE PARKING

Admission: \$2 per person donation to benefit Volunteer McKinney

Bring your own cart or wagon!

The Garden Show 2018 Sponsors:

Gold Sponsors



Silver Sponsors



Bronze Sponsors



MYERS PARK & EVENT CENTER
7117 County Road 166, McKinney, TX 75071



FUNDED IN PART BY
McKINNEY
COMMUNITY
DEVELOPMENT
CORPORATION

TEXAS A&M
AGRI LIFE
EXTENSION



Save the Date

Upcoming Collin County Master Gardeners Events

The 15th Annual CCMGA Plant Sale

Saturday, April 21, 2018 - 9:00am - 3:00pm
 Hundreds of varieties of annuals, perennials, trees, shrubs, vegetables, herbs, vines, and grasses will be available for purchase at the 15th Annual CCMGA Plant Sale. Master Gardeners will be on hand all day to offer timely tips and research-based answers to your gardening questions.

A Walk in the Park

Saturday, June 2, 2018 - 9:00am - Noon
 The Collin County Master Gardeners will host tours of the international award-winning Earth-Kinds research and demonstration gardens that include: perennials, annuals, crane myrtles, ornamental grasses, shrubs, grapes, vegetables and herbs, as well as the demonstration gardens around the office and at the park entrance. Activities for kids will also be available. Don't miss this FREE event!

The 15th Annual Bulb Sale

August 1-31, 2018
 CCMGA will be selling a variety of bulbs online slated for our North Texas soils and climate during The 15th Annual Bulb Sale. Orders may be picked up at the 2018 Bulb & Perennial Mart.

The 2018 Bulb & Perennial Mart

Saturday, October 13, 2018 - 9:00am - 3:00pm
 During The Bulb & Perennial Mart CCMGA will be selling perennials that thrive in our area including some of the top performers found in the research and demonstration gardens at Myers Park. Also available for purchase will be a mixture of additional spring/summer fall blooming bulbs.

Watch for more information about these upcoming events on our website at <http://www.ccmga.org> and in our newsletter, The Garden Wise Gazette. Sign up for the newsletter at <http://ccmga.org/2018/03/28/newsletter/>. Follow us on Facebook at <https://www.facebook.com/ccmga/> or Instagram at <https://www.instagram.com/ccmga/>.

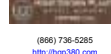


2018 Sponsors

GOLD SPONSORS



SILVER SPONSORS



BRONZE SPONSORS



IN-KIND SPONSORS



Our Charity Partner — Volunteer McKinney

Volunteer McKinney believes in the power of volunteers. Their mission is to connect people to their passion through volunteerism and supporting McKinney area nonprofits through training and collaboration.

THANK YOU for your donation! Your support makes a difference.



From Seed to Table

The 2018 Garden Show

Presented by
The Collin County Master Gardeners Association

Saturday, March 17th
9:00am - 5:00pm

Sunday, March 18th
11:00am - 5:00pm

in the Show Barn at
Myers Park & Event Center
7117 County Road 166
McKinney, TX 75071

<http://www.ccmga.org/TheGardenShow>

Schedule of Events

Time	Location	Topic	Speaker
9:30 am	The Landing	Earth-Kind® Perennials	Speaker: Diane Sharp (Collin County Master Gardener, Earth-Kind® Specialist)
11:00 am	The Landing	Vegetable Gardening	Speaker: Linda Hombaker (Collin County Master Gardener, Vegetable Specialist)
1:00 pm	The Landing	KEYNOTE: From Vineyard to Glass Jar or Mouth	Speaker: Michael Cook (Viticulture Program Specialist for North Texas with the Texas A&M AgriLife Extension Service)
2:00 pm	The Landing	Fresh from the Gardens: Preserving Your Harvest	Speaker: Chef Sandra Jones (Personal Chef, Owner of Fresh from the Gardens)
3:30 pm	The Landing	Growing Healthy Trees	Speaker: Erin Hoffer (Collin County Master Gardener)

Time	Location	Topic	Speaker
11:30 am	The Landing	Let's Ketchup on Tomatoes	Speaker: Daniel Cunningham (Horticulturalist at Texas A&M AgriLife Water University, @79PineGuy)
1:00 pm	The Landing	Fresh from the Gardens: Preserving Your Harvest	Speaker: Chef Sandra Jones (Personal Chef, Owner of Fresh from the Gardens)
2:30 pm	The Landing	KEYNOTE: From Vineyard to Glass Jar or Mouth	Speaker: Michael Cook (Viticulture Program Specialist for North Texas with the Texas A&M AgriLife Extension Service)

Collin County Master Gardeners

The nearly 300 members of the Collin County Master Gardeners Association (CCMGA) are citizens of the local community who not only take an active interest in their own lawns, trees, and gardens, but also strive to promote sound horticultural practices in the community. Members receive invaluable training through the Texas A&M AgriLife Extension Service, as well as continuing education, then share their horticultural expertise through a wide variety of projects (such as The Garden Show, The Plant Sale, Bulb & Perennial Mart and Spring into Vegetable Gardening) benefiting Collin County residents and organizations.

To learn more about CCMGA, please visit our website at: <http://www.ccmga.org>

To receive email notifications about upcoming events and subscribe to our newsletter, The Garden Wise Gazette, please go to: <http://www.ccmga.org/gardening-resources>

Follow us on Facebook at <https://www.facebook.com/ccmga/>
 Find us on Instagram at [ccmga](https://www.instagram.com/ccmga/) or Twitter at [@ccmga](https://twitter.com/ccmga)

The Garden Show 2018 Vendors

- Collin County Feed & Seed (Bronze Sponsor)
- Barris Pottery & Ceramics
- Hugs Cafe, Inc.
- Texas Pure Products (Gold Sponsor)
- Shades of Green (Gold Sponsor)
- Tour De Coop/Chestnut Square
- Home Crown Plants LLC (Bronze Sponsor)
- Lush Landscape Concepts, LLC (Bronze Sponsor)
- Garden Gems
- Dallas County Master Gardeners
- Eden Hill Vineyard
- Trinity Lightweight Expanded Shale
- Sky Homes
- Amazing Dip Company, The
- Don Felipe Designs
- Mister's Garden/Jelly Bean Publishing
- Chambersville Tree Farm (Silver Sponsor)
- Matrix Ministries dba Crafts for Orphans
- Michael Cook, Viticulturist
- Canticle Farm
- Ready, Set, Grow
- Fresh from the Garden/Chef Sandra Jones
- Texas Olive Ranch
- Beldon Dallas
- Heritage Tree Service
- Hollyberry Herb Farm
- North Texas Municipal Water District
- Crape Myrtle Trails of McKinney
- Daylight Rangers
- Grandma's Cupboard, LLC
- Garden Charms
- Wild Birds Unlimited
- Landmark Equipment Inc. (Silver Sponsor)
- Best Bug Barn
- Outdoor Wooden Furniture by Stan
- JoJo's Fried Pies
- NATIVE
- Kaleidoscope Farm
- Done Pops Gardens
- Hydroshed
- Lavender Ridge Farms
- Farm Tree Farm
- Volunteer McKinney (Charity Partner)
- Collin County Hobby Beekeepers
- Association
- Spell Bound
- Diggin' It
- Collin Lilies Boutique
- RCMGA Survey Booth
- Puckett's Nursery (Bronze Sponsor)
- Ozarklake Copper Garden Art
- Luscombe Farm Specialty Foods
- Angie & Teresa's Gardening Stores
- New Leaf Tree Care
- Basket Jacket
- NPS/DIT Monarch Watch
- McKinney Garden Club
- Hot Rita's/Londa's Gourmet
- Unique Yard Art
- Bare Naked Bee Co.
- Dallas County Master Gardeners
- Designs by Debbie
- Brigid Brammer Bags
- 380 Chiropractic
- CCMGA Welcome Booth
- Volunteer McKinney Welcome Booth
- Whole Foods Market (Gold Sponsor)
- City of McKinney
- Ag-Power (Gold Sponsor)
- First Aid (EMT)
- ATM
- Texas A&M AgriLife Water University
- Mix It Up (Children's Activity)
- The Misadventures of Peter Rabbit in Farmer McGregor's Vegetable Garden — Fun for the whole family!
- Saturday Performances: 10:30am, Noon, 3:00 pm and 4:30 pm
- Sunday Performances: 12:30pm, 1:30pm and 4:30 pm
- Collin County Farm Museum
- City of Richardson
- City of Allen



Tours of the Gardens / Important Information

Myers Park Garden Tours
 While you're at The Garden Show 2018, why not take a FREE guided tour of the beautiful, international award-winning Earth-Kind® research and demonstration gardens located here. Tours will depart near the front entrance of the Show Barn.

Join your tour guide for a ride around the park and learn all about the research and demonstration gardens located here.

Saturday Tours:
 Begin at 11am and run every hour on the hour. The last tour departs at 4:00pm.

Sunday Tours:
 Begin at Noon and run every hour on the hour. The last tour will depart at 4:00pm.

Answers to Frequently Asked Questions

- Minor children **MUST** be accompanied by an adult at all times.
- NO PETS ALLOWED.** Local ordinance prohibits animals in food service areas and we have several food vendors at The Garden Show. (Service animals specifically trained to aid persons with disabilities are allowed to enter.)
- There is an EMT located near the concession area. (Booth #75)
- Cell phone and WiFi service inside the Show Barn is spotty at best. Some merchants may be unable to accept credit cards because of this. There is an ATM on site located next to the Show Office. (Booth #76)
- Lost and found items may be turned in to or retrieved from the Show Office.

The Garden Show 2018 is scheduled for March 16th and 17th, 2018.

The Garden Show 2018 Trifold Brochure (11" x 17" opened, 11" x 5.67" folded)

Financial Report

Proposed Budget

Sponsor Fees

Ag Power	\$5,000.00
Chambersville Tree Farms	2,000.00
Collin County Feed & Seed	1,500.00
Home Grown Plants	1,500.00
Landmark Equipment	2,500.00
Pucketts	1,000.00
Shades of Green	500.00

Vendor Fees 10,000.00

MCDC Grant 10,000.00

Total Revenue **\$34,750.00**

Projected Expenses

Advertising/Publicity	22,000.00
Chartered Buses	1,000.00
EMT/First Aid	500.00
Hospitality	2,300.00
Miscellaneous	400.00
Pipe & Drape	5,000.00
Security	1,500.00
Signage	1,000.00
Speakers Fee	500.00
Supplies	<u>500.00</u>

Total Expenses **\$34,700.00**

Projected Net Profit/Loss **\$50.00**



Financial Report

Actual Financial Performance

Sponsor Fees

Ag Power	\$5,000.00
Chambersville Tree Farms	2,500.00
Collin County Feed & Seed	1,500.00
Home Grown Plants	1,500.00
Landmark Equipment	2,500.00
Lush Landscape Concepts	750.00
Pucketts	1,000.00
Shades of Green	500.00

Vendor Fees 8,430.00

MCDC Grant 6,000.00

Total Revenue **\$29,680.00**

Projected Expenses

Advertising/Publicity	7,242.50
Chartered Buses	557.03
EMT/First Aid	360.00
Hospitality	2,143.21
Master Gardener Area Supplies	363.76
Miscellaneous (<i>ATM Rental</i>)	100.00
Pipe & Drape	5,162.50
Security	1,280.00
Signage	288.94
Speakers/Entertainment	482.00
Supplies	220.35
Volunteers	<u>144.46</u>

Total Expenses **\$18,344.75**

Projected Net Profit/Loss **\$11,335.25**

