

McKINNEY COMMUNITY DEVELOPMENT CORPORATION Final Report

Organization: McKinney Garden Club

Funding Amount: \$3,000

Project/Promotion/Community Event: Garden and Home Tour

Start Date: Fall 2017

Completion Date: June 9, 2018

Please include the following in your report:

- Narrative report on the Project/Promotion/Community Event
- Identify goals and objectives achieved
- Financial report – budget as proposed and actual expenditures, with explanations for any variance
- Samples of printed marketing and outreach materials
- Screen shots of online promotions
- Photographs, slides, videotapes, etc.
- Performance against metrics outlined in application

Narrative

McKinney Garden Club hosted its biannual Garden and Home Tour on Saturday, June 9, 2018. This is our club's major fundraiser and this is the first time McKinney Community Development Corporation offered its support via a generous grant. The Garden and Home Tour allows us to work with residents in our community to share their enthusiasm for gardening with the greater community and to discuss beautification projects with a wider range of interested parties.

Goals and Objectives

In order to track attendance, we opted to count via a sign in at one of the homes. Please see attached sheets with zip codes present. To be honest, we need to find a better way to evaluate attendance! We had attendees from as far as West Virginia, California, Wisconsin, and Michigan. Estimates are that about 50% of attendees come from McKinney zip codes, 20% from Dallas zip codes, and the rest from more than 60 miles away.

In 2018, we sold 873 tickets. In 2016 we estimate we estimate we sold 770 tickets. We sold about 13% more tickets this tour!

We increased reach via social media, reaching over 7,100 with our Facebook postings and many more uncounted via Instagram. We worked with new resources for publicity, and Texas Garden Clubs shared our event, too. In the future, we'll have a more dedicated effort to work with surrounding clubs. This year, it fell to the back burner and we did not track which clubs helped promote us or the impact.

Financial Report

Based on our records, our 2016 Garden and Home Tour was the most successful when we applied for the grant, generating almost \$15,000 in net income. Our 2018 event surpassed that, yielding over \$16,873.54!

McKinney Garden Club
Garden and Home Tour Comparisons
2016 and 2018

	2016 Actual	2018 Estimates	2018 Actual
Garden Tour Revenue	\$15,366.38	\$16,000.00	\$17,469.00
Ad Revenue	\$3,325.00	\$3,300.00	\$3,250.00
Total Revenue	\$18,691.38	\$19,300.00	\$20,719.00
Garden Tour Expense	(\$3,916.24)	(\$4,200.00)	(\$3,845.46)
Garden Tour Net Income	\$14,775.14	\$15,100.00	\$16,873.54

McKinney Garden Club
2018 Garden and Home Tour
Income Statement

Advertising Sales					
Allegiance Title		\$	250.00		
Thistle Designs		\$	500.00		
McKinney B&B		\$	250.00		
Square Mortgage		\$	500.00		
Spring Mortgage		\$	500.00		
Susan Beers		\$	500.00		
Integrity Custom Homes		\$	500.00		
Service First		\$	250.00		
Total Advertising Sales		\$	3,250.00		
Ticket Sales					
Karla Richey Home	6	\$	120.00		
Lisa Brookins Home	7	\$	139.00		
Kay Helsey Home		\$	-		
Wendy Gaston Home	2	\$	40.00		
Piper Klee Home		\$	-		
Tracey Collins Home	8	\$	160.00		
Traci Paulette Home	3	\$	60.00		
Jenny Mathison Home		\$	-		
Little Red Hen	3	\$	60.00		
Market Street	159	\$	3,190.00		
Lady Butterbug	172	\$	3,440.00		
Diggin It	118	\$	2,360.00		
Patina Green	118	\$	2,360.00		
Soho	0	\$	-		
Misc Ticket Sales	20	\$	400.00		
PayPal: Internet Sales	66	\$	1,320.00		
Membership Ticket Sales	191	\$	3,820.00		
Total Ticket Sales	873	\$	17,469.00		
Total Advertising and Ticket Sales			\$ 20,719.00		
Tour Expenses					
Bookmarks			100.00		
Graphic Designer			497.95		
Printed Tickets (Programs)			645.00		
Information Signs			452.00		
Plaques (Homeowner Recognition)			945.20		
Insurance			250.00		
Other Supplies			152.34		
Billboard			630.00		
Social Media			126.59		
Paypal Expense			46.38		
Total Tour Expenses		\$	3,845.46		
2018 Garden and Home Tour Net Income			\$ 16,873.54		

Our reimbursable expenses are as follows. We respectfully request reimbursement from MCDC for \$2,351.54. Because of careful money management and donations from private sponsors, we were able to reduce our costs and do not require the full \$3,000 grant to cover our marketing costs.

McKinney Garden Club
Garden and Home Tour
Expense Review
June 30, 2018

	2016 Expenses	2018 Estimates	2018 Actual	Notes
Bookmarks	175.00	200.00	100.00	Estimate-trying to locate receipt
Graphic Designer			497.95	Logo, artwork, maps
Posters	120.00	150.00	0	See below
Printed Tickets (Programs)	1,340.00	1,600.00	645.00	Reduced overall ticket size to eliminate waste. This transaction covers tickets and posters
Tour Fans (Used Day of Event)	275.00	300.00	0.00	Donated this year
Information Signs	413.00	500.00	452.00	
Plaques (Homeowner Recognition)	894.60	900.00	945.20	
Insurance	250.00	250.00	250.00	
Other Supplies	698.64		152.34	Docent and homeowner buttons
Billboard		1,000.00	630.00	Decided to use sandwich boards instead
Social Media		250.00	126.59	
PayPal Fees			46.38	
Total Tour Expenses	4,166.24	5,150.00	3,845.46	
Total Expenses Submitted to MCDC for Reimbursement:				
Graphic Designer	497.95			
Information Signs (Fast Signs)	452.00			
Posters, ticket booklets	645.00			
Sandwich Boards	630.00	instead of billboard		
Facebook	126.59			
	2,351.54			



Promotions

Facebook

We budgeted \$250.00 for promotions on Facebook, spending \$126.59. In hindsight, we could have boosted several of our posts for more visibility.

Recent Promotions on McKinney Garden Club + Create New Promotion

Ads activity is reported in the time zone of your ad account.

	<p>Boosted Post</p> <p>It's here! Tour day is here! We can't wait to sh...</p> <p>Promoted by Melinda Maalouf Wedding on 06...</p> <p>Completed</p>	<p>2,177</p> <p>People Reached</p>	<p>264</p> <p>Post Engagement</p>	<p>\$26.60</p> <p>Spent of \$67.00</p> <p style="text-align: right;">View Results</p>
	<p>Event Promotion</p> <p>Garden and Home Tour</p> <p>Saturday, June 9, 2018, 10 AM - 4 PM CDT</p> <p>Promoted by Melinda Maalouf Wedding on 03...</p> <p>Completed</p>	<p>4,934</p> <p>People Reached</p>	<p>85</p> <p>Event Responses</p>	<p>\$99.99</p> <p>Spent of \$100.00</p> <p style="text-align: right;">View Results</p>

View Results

Facebook's advertising tools might not work as expected when an ad blocker is enabled in a web browser. Turn off the ad blocker or add this web page's URL as an exception so you can create ads without any problems. After you turn off the ad blocker, you'll need to refresh your screen.

OVERVIEW EDIT PROMOTION

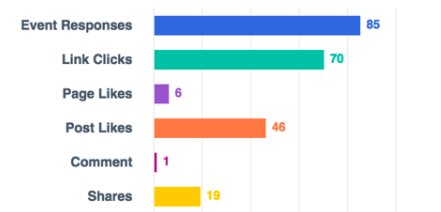
You targeted men and women, ages 30 - 65+ who live in 1 location, and have 3 interests.
 Show full summary

This promotion ran for **89 days**.

Your total budget for this promotion was **\$100.00 USD**.

4,934 People Reached [?] 85 Event Responses \$99.99 Total Spend [?]

Actions | People | Countries



DESKTOP NEWS FEED

MOBILE NEWS FEED

McKinney Garden Club shared an event.
 Sponsored ·

SAT, JUN 9
Garden and Home Tour
 McKinney, TX ★ Interested

110 people interested · 16 people going

Like Comment

You targeted men and women, ages 30 - 65+ who live in 1 location.

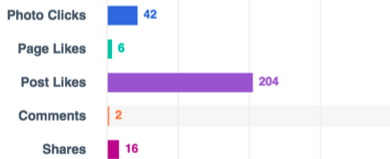
Show full summary

This promotion ran for **2 days**.

Your total budget for this promotion was **\$67.00 USD**.

2,177 People Reached [?] 264 Post Engagement \$26.60 Total Spend [?]

Actions | People | Countries



Increase budget and duration

- Add \$10.00 USD and 1 more day
Reach 5,089 - 30,502 people per day
- Add \$20.00 USD and 3 more days
Reach 2,269 - 11,282 people per day

DESKTOP NEWS FEED

MOBILE NEWS FEED

McKinney Garden Club Like Page
 Sponsored ·

It's here! Tour day is here! We can't wait to share these gorgeous gardens with you.

Last-minute tickets are available this morning at Lady Butterbug and Diggin' It. If you pre-purchased your ticket online, go to either of those locations first to pick them up.

Enjoy your day in beautiful McKinney and check out our historic Square, too.



Instagram

Tour Chair Valarie Kerby used her personal Instagram account with great success!

Please join us for “A Stroll Through the Garden”

Saturday, June 9th from 10AM to 4PM

The McKinney Garden Club was founded in 1930! For 87 years, McKinney Garden Club has worked to beautify our community.

The Garden & Home Tour is a fundraiser held every two years. Proceeds from the tour are used to fund beautification projects and scholarships for local students. 2018 Tour will showcase seven beautiful gardens & homes with an educational garden stop. All gardens & homes are located in Historic McKinney. We look forward to your visit in beautiful Historic McKinney.

**** PLEASE NOTE TICKETS MUST BE PURCHASED AT RETAIL LOCATIONS OR VIA PAY PAL, TICKETS WILL NOT BE SOLD AT THE TOUR HOME ****


Tour tickets will be available May 1 at retail locations. Ticket Cost \$20.

- Diggin' It 507 Tennessee St, McKinney, 75069
- Lady Butterbug 1701 N Waddill St, McKinney, 75069
- Little Red Hen 105 E Virginia, McKinney, 75069
- Market Street 6100 West Eldorado Parkway, McKinney, 75070
- Patina Green 116 North Tennessee, McKinney, 75069
- Soho 115 E Virginia, McKinney, 75069

Tour Tickets may also be purchased online via PayPal! **PAYPAL PICKUP ON DAY OF TOUR ONLY **

PAYPAL PICKUP LOCATIONS 10AM- 12PM, JUNE 9TH ONLY!

- Diggin' It 507 Tennessee St, McKinney, 75069
- Lady Butterbug 1701 N Waddill St, McKinney, 75069



2018 STROLL THROUGH
2018 GARDEN & HOME
2018 TOUR SPONSOR
Acknowledgments

valariekerby_realtor • Following
Valarie Kerby -Not Your Ordinary Real E...

valariekerby_realtor Exciting news!!! McKinney Garden & Home Tour tickets are on sale today!!!!!! #mckinneygardenclub #gardenhometour #mckinney #besttouever 🌻🌻

poofingthepillowsblog See you there!
valariekerby_realtor @poofingthepillowsblog — bring your friends!!!

melliewed, urbandirtco, myfrontporch, littlecrenshaw, gathered.well, poofingthepillowsblog, keltuswills, ladybutterbug and **househospitable** like this

MAY 1

Add a comment...

A Stroll THROUGH THE GARDEN

MCKINNEY GARDEN & HOME TOUR
JUNE 9 | 10AM - 4PM
2018 MCKINNEY, TEXAS

FOR TICKET INFO REFER TO:
MCKINNEYGARDENCLUB.ORG

ENDORSED BY
MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

1808 Banner St. 507 Bradley St. 406 West Heard St.
 501 North Byrne St.
 1007 West Louisiana St.
 1309 West Lee St. 1309 West Howell St. 413 South Barnes St.

valariekerby_realtor • Following
 Valarie Kerby -Not Your Ordinary Real E...

valariekerby_realtor 🌸🌸🌸 Look who's on the Garden & Home Tour!!! #historichomes #mckinney #historicmckinney #getyourtickets #mckinneygardenclub 🌸🌸
 elizabethndickey Yay!!

12 likes
 MAY 2
 Add a comment...

Signage

We used our signature daisy signs at tour homes.



valariekerby_realtor • Following

valariekerby_realtor This stunning home and garden will be showcased in the 2018 McKinney Garden & Home Tour!! Save the date June 9th!! 10AM-4PM!! Ticket info www.mckinneygardenclub.org #mckinneytx #mckinneygardentour2018 #historicmckinney
 pampraytor Oh my! 🌸🌸🌸

22 likes
 MAY 11
 Add a comment...

Banners



We printed two of these banners and placed them strategically in higher-traffic areas.

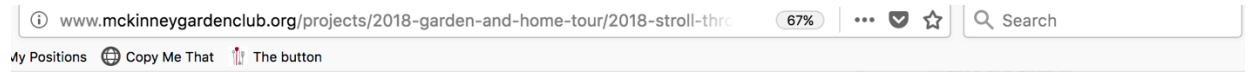
Sandwich boards

New to us this year, we opted to purchase these portable sandwich boards in lieu of a large billboard to place in front of our vendors who helped us sell tickets. We can reuse them for our next tour. We don't have a benchmark to measure, but we heard from our vendors that ticket sales were more active when we put these in place.



Website

As in the past, we used our website to drive interest and ticket sales. A web presence is critical, even if people still opt to buy tickets in person.



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- Diggin' It 507 Tennessee St, McKinney, 75069
- Lady Butterbug 1701 N Waddill St, McKinney, 75069
- Patina Green 116 North Tennessee, McKinney, 75069

ONLINE SALES NOW CLOSED.

****PAYPAL PICKUP ON DAY OF TOUR ONLY****

Stop by these locations to pick up tickets and then head to one of the homes!

PAYPAL PICKUP LOCATIONS 10AM- 12PM, JUNE 9TH ONLY!

Diggin' It 507 Tennessee St, McKinney, 75069

Lady Butterbug 1701 N Waddill St, McKinney, 75069



Press Releases to Various Publications

Our publicity chair, Donna Darling Stracener, did an excellent job working with the McKinney Courier Gazette, West Stonebridge Neighbors, and Star Local Media to reach a wider range of demographics. We recognize that not all of our attendees are on social media.



We also worked with Lauren Palmer, publisher of The Art of Living Beautifully, and she sent a special edition email out to her subscribers.

THE ART OF *Living* BEAUTIFULLY
MCKINNEY, TEXAS

A STROLL
THROUGH THE
GARDEN

June 9, 2018
McKinney
Garden & Home
Tour

Good morning McKinney! Today I want to tell you about a wonderful event happening next Month: The McKinney Garden and Home Tour!

Founded in 1930, McKinney Garden Club is one of McKinney's oldest civic organizations.

McKinney Garden Club expresses its gratitude to MCDC for supporting our tour. The very generous grant enables us to give more of our profits to projects in the community. We look forward to working with MCDC again on our 2020 Garden and Home Tour!

