

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION
Grant Application
Fiscal Year 2017

IMPORTANT:

- Please read the McKinney Community Development Corporation Grant Guidelines prior to completing this application.
- The Grant Guidelines and Application are available at www.mckinneycdc.org; by calling 972.547.7653 or by emailing cschneible@mckinneycdc.org
- **Please call to discuss your plans for submitting an application in advance of completing the form.** A completed application and all supporting documents are required to be submitted via email or on a thumb drive for consideration by the MCDC board. Please submit the application to:

McKinney Community Development Corporation
 5900 S. Lake Forest Blvd., Suite 110
 McKinney, TX 75070

- *If you are interested in preliminary Board of Directors review of your project proposal or idea, please complete and submit the **Letter of Inquiry** form, available at www.mckinneycdc.org, by calling 972.547.7653 or emailing cschneible@mckinneycdc.org.*

Applications must be completed in full, using this form, and received by MCDC, via email or on a thumb drive, by 5:00 p.m. on the date indicated in schedule below.

Please indicate the type of funding you are requesting:

- | | |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><input type="checkbox"/> Project Grant
 Projects that are eligible for funding in accordance with the Type B sales tax statute (refer to examples in Grant Guidelines) and that advance the mission of MCDC.</p> | <p><input checked="" type="checkbox"/> XX Promotional or Community Event Grant (maximum \$15,000)
 Initiatives, activities or events that promote the City of McKinney for developing new or expanded business opportunities and/or tourism – and enhancing quality of life for McKinney residents.</p> |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

Promotional and Community Event Grants:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: November 30, 2016	December 2016	January 2017
Cycle II: May 31, 2017	June 2017	July 2017

Project Grants:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: December 30, 2016	January 2017	February 2017
Cycle II: March 31, 2017	April 2017	May 2017
Cycle III: June 30, 2017	July 2017	August 2017

APPLICATION

INFORMATION ABOUT YOUR ORGANIZATION

Name: Collin County Master Gardeners Association (CCMGA)

Federal Tax I.D.: 75-2756156

Incorporation Date: 12/24/2009

Mailing Address: 825 N. McDonald Street, Suite 150

City McKinney

ST: TX

Zip: 75069

Phone: 972-548-4232

Fax:

Email: CCMGAgardenshow@gmail.com

Website: www.ccmgatx.org

Check One:

Nonprofit – 501(c) Copy of IRS Determination Letter attached

Governmental entity

For profit corporation

Other

Professional affiliations and organizations to which your organization belongs: *Texas A&M AgriLife Extension*

REPRESENTATIVE COMPLETING APPLICATION:

Name: Bonnie Landon

Title: The Garden Show 2018 Co-chair

Mailing Address: 825 N. McDonald Street, Suite 150

City: McKinney

ST: TX

Zip: 75069

Phone: 214-707-6745

Fax:

Email: bonnie.landon@icloud.com

CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:

Name: Bonnie Landon

Title: The Garden Show 2018 Co-Chair

Mailing Address: 825 N. McDonald Street, Suite 150

City: McKinney

ST: TX

Zip: 75069

Phone: 214-707-6745

Fax:

Email: bonnie.landon@icloud.com

FUNDING

Total amount requested: \$10,000

Matching Funds Available (Y/N and amount): No

Will funding be requested from any other City of McKinney entity (e.g. Arts Commission, City of McKinney Community Support Grant)?

Yes

No

Please provide details and funding requested: *The Collin County Master Gardeners Association (CCMGA) is requesting \$10,000 for the purposes of advertising and promoting our annual educational outreach event, The Garden Show 2018. The Garden Show reflects the high standards of Texas A&M AgriLife Extension–Collin County, as well as the integrity, professionalism and teamwork of the Collin County Master Gardener Association. The Garden Show allows us to share research-based horticultural practices, which enhance the community's social well-being and mental health. This educational event emphasizes environmental stewardship and conservation, no matter the size of an individual's gardening or landscaping projects.*

PROJECT/PROMOTIONAL/COMMUNITY EVENT

Start Date: March 17, 2018

Completion Date: March 18, 2018

BOARD OF DIRECTORS (may be included as an attachment)

Please see attachment

LEADERSHIP STAFF (may be included as an attachment)

Bonnie Landon, The Garden Show 2018 Co-Chair

Dawn Oldfield, The Garden Show 2018 Co-Chair

Using the outline below, provide a written narrative no longer than 7 pages in length:

I. Applying Organization

Describe the mission, strategic goals and objectives, scope of services, day to day operations and number of paid staff and volunteers.

The mission of the Collin County Master Gardeners Association is to assist and support the Texas A&M AgriLife Extension Horticulture Agent in providing our community with research-based information on sustainable horticultural practices and environmental stewardship.

Goal 1. CCMGA will promote environmental stewardship.

Objective: Ensure that research-based information is always provided at The Garden Show so that attendees will use proven environmental principles.

Goal 2. CCMGA will cultivate the use of sound horticultural practices to sustain and enrich a diverse community of Collin County residents.

Objective: Inspire and inform citizens how gardening can enhance their quality of life and bring value to homeowners in our diverse community.

Goal 3. CCMGA will serve an expanding audience with research-based horticultural information regardless of age, background, or ability.

Objective: Provide local and regional visitors to The Garden Show 2018 with access to knowledgeable Master Gardeners who can share current research-based horticultural information.

Goal 4. CCMGA will adhere to the highest ethical standards while promoting community improvement and beautification.

Objective: Continue to use research-based data in order to be recognized as a reliable, practical resource for the residents of Collin County.

A list of services provided at The Garden Show include:

- Free tours of the international award winning Earth-Kind® research and demonstration gardens in Myers Park & Event Center*
- Demonstrations by Master Gardeners and vendors*
- Children's educational, hands-on activities*
- Educational speakers presenting information on outdoor living in North Texas*
- Marketplace of native and adaptive plants appropriate for the North Texas environment*
- Master Gardeners providing research-based horticultural information*

The day-to-day operations of CCMGA consists of educating the public on the principles of Earth-Kind stewardship through a variety of workshops, events (such as The Garden Show) and partnerships with local school districts and Collin County municipalities, predominantly McKinney.

The Collin County Master Gardeners Association is an educational outreach service organization comprised of trained volunteers and is administered by the Texas A&M AgriLife Extension Service. Master

Gardeners are trained in horticulture, landscaping, soil improvement and water conservation. There are approximately three hundred Master Gardeners, a seven member Executive Board, and thirty members serving as "project leads" on 25 different organizational projects.

Disclose and summarize any significant, planned organizational changes and describe their potential impact on the Project/Promotional/Community Event for which funds are requested.

At the present time, CCMGA has no plans for any organizational changes.

II. Project or Promotional/Community Event (whichever is applicable)

Outline details of the Project/Promotional/Community Event for which funds are requested. Include information regarding scope, goals, objectives, target audience.

The Garden Show 2018 will combine resources from CCMGA, local sponsors and vendors, as well as educational speakers to focus on the goal of bringing quality, research-based horticultural stewardship principles to the public. The scope of work includes promoting the use of sustainable plants native or well adapted to North Texas, youth activities, educational speakers, trained Master Gardeners, and local vendors.

The goal of this project is to give Collin County residents an opportunity to obtain research-based information unique to our region.

Our target audience is homeowners, children, youth, senior citizens in and around Collin County. Our immediate geographic market is the Dallas-Fort Worth Metroplex, which consists of 13 counties and more than six million people.

- **For Promotional Grants/Community Events – describe how this initiative will promote the City of McKinney for the purpose of business development and/or tourism.**
- Describe how the proposed Project/Promotional/Community Event fulfills strategic goals and objectives for your organization.

The Garden Show brings a diverse population together with trained Master Gardeners who share their expertise in safe, proven horticultural practices. This promotes and enriches the community's understanding of Earth-Kind landscaping principles, environmental stewardship, and water conservation practices, which enhance our communities for the benefit of all residents.

- Please also include planned activities, time frame/schedule, and estimated attendance and admission fees if applicable.

Activities at The Garden Show are designed to suit a diverse range of attendees and will include children's activities, tours of the Earth-Kind research and demonstration gardens, educational presentations by some of the region's top horticulture experts, water conservation demonstrations, and information booths staffed by trained Master Gardeners, and a marketplace of vendors providing horticulture-related products and services.

The time frame for The Garden Show 2018 is March 17th and 18th, 2018. We estimate an attendance of approximately 9,000. Admission to The Garden Show is a suggested \$2 per person donation that will benefit our 2018 Collin County based charity partner. Parking is free.

- Include the venue/location for Project/Promotional/Community Event?

The Garden Show 2018 will take place in the Show Barn in the beautiful Myers Park & Event Center located at 7117 County Road 166, McKinney, Texas 75071.

- Provide a timeline for the Project/Promotional/Community Event.

Please find the timeline attached.

- Detail goals for growth/expansion in future years.

The Garden Show Committee is committed to maintaining a sound foundation, allowing for strategic growth in the future.

Project Grants – please complete the section below:

- | | | |
|-----------------------------|------------------------------|-----------------------------|
| • An expansion/improvement? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| • A replacement/repair? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| • A multi-phase project? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| • A new project? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |

Has a feasibility study or market analysis been completed for this proposed project? If so, please attach a copy of the Executive Summary.

A feasibility study for The Garden Show has not been completed.

Provide specific information to illustrate how this Project/Promotional/Event aligns with one or more of the goals and strategies adopted by McKinney City Council and McKinney Community Development:

- Eligible for MCDC consideration under Sections 501 to 505 of the Texas Local Government Code (refer to MCDC Grant Guidelines)

The primary focus of The Garden Show is to provide proven horticultural information for the gardening and landscaping needs of Collin residents, thereby attracting visitors to our community while enhancing the quality of life for McKinney residents

- Support cultural, sports, fitness, entertainment, community projects and events that attract resident and visitor participation and contribute to quality of life, business development and growth of McKinney sales tax revenue

The Garden Show 2017 attracted more than 9,000 diverse visitors who gained free, research-based information to meet their need for sustainable horticultural resources, water conservation practices and youth education that can be employed in home gardens, local landscapes, urban gardens, and the community.

- Highlight and promote McKinney as a unique destination for residents and visitors alike

The Garden Show is a one-of-a-kind, Collin County community event, which stimulates creative gardening and landscaping using research-based information. This highly anticipated annual event takes place every March in the Show Barn in Myers Park & Event Center in McKinney.

- Meet citizen needs for quality of life improvements, business development and sustainable economic growth for residents in the City of McKinney

The CCMGA volunteer program is administered by the Texas A&M AgriLife Extension Service–Collin County and serves communities at the local and state level. The Garden Show enables CCMGA to be an important partner in creating livable, environmentally sustainable cities and towns. Residents attending The Garden

Show may purchase from a variety of vetted vendors whose products and services will bring value to the homeowner and consequently the community. The Garden Show promotes community improvement and beautification by endorsing research-based information on water conservation and environmental protection.

- Demonstrate informed financial planning – addressing long-term costs, budget consequences and sustainability of projects for which funding is requested

CCMGA has presented seven Garden Shows to date, which provides our association with the information needed to estimate reasonable budget expectations for The Garden Show 2018. Each Garden Show has been self-sustaining with funds raised through sponsorships and booth rental fees, as well as in-kind donations, covering the expenses of the annual event.

Since this is the largest educational outreach event of CCMGA, a deficit, if any, is covered by CCMGA funds raised through our spring Plant Sale and fall Bulb & Perennial Mart. (The Garden Show is not a fundraising event.) A surplus, if any, goes into the CCMGA general fund. Expenses are carefully monitored and adjusted, when possible, to accommodate any significant changes to revenue derived from sponsorships and booth vendor fees.

- Educate the community about the impact local dining and shopping has on investment in quality of life improvements in McKinney

Many of the vendors at The Garden Show come from McKinney and Collin County, so attendees who “shop local” with these vendors are keeping their shopping dollars and sales tax revenue in McKinney and Collin County, encouraging local prosperity which enhances quality of life for all our residents.

Indicate which goal(s) listed above will be supported by the proposed Project/Promotional/Event:

Please see the responses following the above bullet points.

Has a request for funding, for this Project/Promotional/Community Event, been submitted to MCDC in the past?

Yes No

Date(s):

Financial

- Provide an overview of the organization’s financial status including the impact of this grant request on organization mission and goals.

CCMGA is a self-supporting organization thanks to the success of our 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. The grant money would enable The Garden Show Committee to increase advertising and promotion efforts in order to reach more residents, creating positive awareness of this one-of-a-kind event, and fulfill gardening and landscaping needs of a diverse population. With Collin County growing by a rate of about 70 new residents a day, reaching a larger audience would assist our mission to provide our community with research-based horticultural information.

The additional advertising would reinforce the value of our event and build a returning, loyal base of visitors. Satisfied and informed residents mean increased sales and profit for the businesses that

purchase booth space at The Garden Show. Consequently, more revenue would remain within our community. Increased attendance also encourages existing sponsors and vendors to return each year, as well as attracting new ones.

- Please attach your organization's budget for the current year and audited financial statements for the preceding two years. If audited financials are not available, please indicate why.

Attached: CCMGA's budget and 2015 and 2016 internal audit reports.

What is the total estimated cost for this Project/Promotional/Community Event?

\$34,700

(Please provide a budget specific to the proposed Project/Promotional/Community Event.)

What percentage of Project/Promotional/Community Event funding will be provided by the Applicant? 72% — collected as sponsorship and vendor booth fees

Are Matching Funds available? Yes No

Cash \$	Source	% of Total
In-Kind \$	Source	% of Total

Please provide details regarding other potential sources for funding. Include name of organization solicited; date of solicitation; amount of solicitation and date that notice of any award is expected.

IV. Marketing and Outreach

Describe marketing plans and outreach strategies for your organization, for the Project/Promotional/Community Event for which you are requesting funding – and how they are designed to help you achieve current and future goals.

Situation: The public needs access to research-based horticultural information and events in order to create their own aesthetically pleasing and environmentally conscious gardens and landscapes.

Goal: To maintain on ongoing one-of-a-kind event which brings research-based gardening information to the public and to increase the number of Collin County residents who will be exposed to this avenue for their gardening needs.

Target Audience: A diverse population including children, youth, adults, families, senior citizens and communities.

Incentive for Engagement: Connect people with horticultural needs to the CCMGA Garden Show 2018, bringing public awareness to research-based horticultural information, as well as the products and services offered by vendors at the show.

Methods and Tools: CCMGA plans to use a multi-channel marketing approach to advertise The Garden Show 2018:

- Garden Wise Gazette (CCMGA’s public newsletter)
- Good Family Life
- Allen Image
- Prosper Living
- Dallas Morning News Guide
- 97.5FM KLAK radio
- Facebook ad
- Instagram
- Twitter

Spokespersons: Bonnie Landon and Dawn Oldfield are co-chairs for The Garden Show 2018.

Evaluation Measure: Participation reports, customer responses, social media engagement (Facebook, Twitter, Instagram), monitor website traffic, Master Gardener and vendor effectiveness responses.

Timing: The preparation and planning for The Garden Show 2018 will begin in June 2017 and culminate with the actual Garden Show 2018.

Implementation: March 17th & 18th, 2018

V. Metrics to Evaluate Success

Outline the metrics that will be used to evaluate success of the proposed Project/Promotional/Community

Event. If funding is awarded, a final report will be required summarizing success in achieving objectives outlined for the event.

Metrics to Evaluate the Success of The Garden Show 2018

GOALS	WAYS TO MEASURE
Garden Show Awareness	Website hits, Twitter mentions, Facebook ad, advertising in media outlets including local magazines and the Dallas Morning News Guide
Attendee Satisfaction	Survey given to those in attendance
Attendance	Calculated by the number of attendees present and a car count
CCMGA Volunteer Members	Online survey
Vendor Satisfaction	Feedback forms
Social responsibility	Daily count of people visiting the educational booths

Acknowledgements

If funding is approved by the MCDC board of directors, Applicant will assure:

- The Project/Promotional/Community Event for which financial assistance is sought will be administered by or under the supervision of the applying organization.
- All funds awarded will be used exclusively for the purpose described in this application.
- MCDC will be recognized in all marketing, advertising, outreach and public relations as a funder of the Project/Promotional/Community Event. Specifics to be agreed upon by applicant and MCDC and included in an executed performance agreement.
- Organization's officials who have signed the application are authorized by the organization to submit the application;
- Applicant will comply with the MCDC Grant Guidelines in executing the Project/Promotional/ Community Event for which funds were received.
- A final report detailing the success of the Project/Promotional/Community Event, as measured against identified metrics, will be provided to MCDC no later than 30 days following the completion of the Project/Promotional/Community Event.
- Up to 80% of the approved grant may be provided, on a reimbursement basis, prior to conclusion of the Project/Promotional/Community Event with submission of invoices/receipts to MCDC. The final 20% may be paid following MCDC's receipt of unpaid invoices/receipts; documentation of fulfillment of obligations to MCDC; and final report on the Project/Promotional/Community Event.

- The required performance agreement will contain a provision certifying that the applicant does not and will not knowingly employ an undocumented worker in accordance with Chapter 2264 of the Texas Government Code, as amended. Further, should the applicant be convicted of a violation under 8 U.S.C. § 1324a(f), the applicant will be required to repay the amount of the public subsidy provided under the agreement plus interest, at an agreed to interest rate, not later than the 120th day after the date the MDCDC notifies the applicant of the violation.

We certify that all figures, facts and representations made in this application, including attachments, are true and correct to the best of our knowledge.


Chief Executive Officer


Signature

KIM SCHULTZ
Printed Name

MAY 26, 2017
Date

Representative Completing Application


Signature

BONNIE LANDON
Printed Name

5-29-17
Date

INCOMPLETE APPLICATIONS, OR THOSE RECEIVED AFTER THE DEADLINE, WILL NOT BE CONSIDERED.



Department of the Treasury
Internal Revenue Service

P.O. Box 2508
Cincinnati OH 45201

In reply refer to: 0248455888
Dec. 24, 2009 LTR 4168C E0
75-2756156 000000 00

00020168
BODC: TE

COLLIN COUNTY MASTER GARDNERS
ASSOCIATION
% JUDY EWOLDSEN
825 N MCDONALD ST STE 150
MCKINNEY TX 75069-2175



103842

Employer Identification Number: 75-2756156
Person to Contact: MS. SELLERS
Toll Free Telephone Number: 1-877-829-5500

Dear TAXPAYER:

This is in response to your Dec. 15, 2009, request for information regarding your tax-exempt status.

Our records indicate that your organization was recognized as exempt under section 501(c)(3) of the Internal Revenue Code in a determination letter issued in MAY 2001.

Our records also indicate that you are not a private foundation within the meaning of section 509(a) of the Code because you are described in section 509(a)(2).

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

Beginning with the organization's sixth taxable year and all succeeding years, it must meet one of the public support tests under section 170(b)(1)(A)(vi) or section 509(a)(2) as reported on Schedule A of the Form 990. If your organization does not meet the public support test for two consecutive years, it is required to file Form 990-PF, Return of Private Foundation, for the second tax year that the organization failed to meet the support test and will be reclassified as a private foundation.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

CCMGA Executive Board 2017



CCMGA EXECUTIVE BOARD 2017

President	Kim Schultz
Vice President	Marilee Crawford
Program Director	Durinda Fisher
Administration Director	Linda Hull
Membership Director	Randy Wilson
Treasurer	Traci McAlister
Secretary	Kay Morris
Immediate Past President*	Bruce Batman
County Extension Agent*	Dr. Greg Church
Advocate*	Marv Olson
Advocate*	Suzanne Powell
Advocate*	Suzanne Powers

*Advisors/Non-Voting Members

Timeline for the Garden Show 2018

Timeline for the Garden Show 2018

TGS 2018 To-Do List for June 2017

- Revise documents for TGS 2018
- Begin discussion on potential speakers
- Assign responsibilities for key tasks (logistics, speaker recruiting, vendor team lead, administrative tasks, show signage, volunteer coordinator)
- Update July to-do list

TGS 2018 To-Do List for July 2017

- Design and order business cards
- Design and order Save the Date flyers
- Begin scheduling potential speakers
- Vendor team begins updating vendor list from TGS 2017 for TGS 2018 calling efforts
- Send out August Core Team Meeting invite
- Update August to-do list

TGS 2018 To-Do List for August 2017

- Core Team meeting on August 24, 2017
- Solicit TGS 2018 Charity Partner suggestions
- Update TGS 2018 web page
- Vendor team completes updating vendor list from TGS 2017 for TGS 2018 calling efforts
- Send out September Core Team Meeting invite
- Update September to-do list

TGS 2018 To-Do List for September 2017

- Core Team Meeting on September 28, 2017
- Present Charity Partner nominations at 9/28 meeting
- Email first "Save the Date" or promo sheet to sponsors and vendors (Vendor Team)
- Finalize marketing plan for TGS 2018 (Core Team)
- Vendor team begins TGS 2018 calling efforts
- Send out October Core Team Meeting invite
- Update October to-do list

TGS 2018 To-Do List for October 2017

- Core Team Meeting on October 26, 2017
- Finalize Charity partner (Core Team)
- Continue working on Speakers for the Show
- Reserve bus (by 10/31/17)
- Contact Coast-to-Coast for rentals (tables, chairs, booths/pipe & drape) (by 10/31/17) Need new contract for 2018
- Send out November Core Team Meeting invite
- Update November to-do list

TGS 2018 To-Do List for November 2016

- Core Team Meeting on November 16, 2017
- Begin work on advertisements
- Prepare Mass Gathering Permit and submit to Judy Florence at MP for review (by 11/15/17)
- Book EMT's (send email to AMR by 11/15/17)
- Contact all "Potential" Vendors (Vendor Team by Thanksgiving)
- Finalize Speakers for the Show
- Update December to-do list

TGS 2018 To-Do List for December 2017

- NO Core Team Meeting for December
- Complete all in-kind solicitations (*Vendor Team*)
- Finalize show layout
- Finalize print ads for magazines (*Dawn*)
- Send out January Core Team Meeting invite
- Update January to-do list
- Identify potential co-chairs for TGS 2019 and have them begin to shadow current co-chairs

TGS 2018 To-Do List for January 2018

- Core Team Meeting on January 25, 2018
- Update Save the Date half sheet flyer with TGS 2018 sponsors; send to printer
- Print final Save the Date flyers and distribute to sponsors and key vendors; also distribute to CCMGA members at general meeting
- Complete all new generic signs
- Conduct meetings with individual committee leaders, as needed
- Finalize CCMGA project space requirements (*Meet with Team Leads for both Adult and Youth Ed on 1.12.18 to go over booth plans and SUG*)
- Follow up with EMT's if necessary
- Complete any unfinished to-do list items from December 2017
 - Complete any in-kind solicitations (*Vendor Team*)
 - Finalize show layout
- Update February to-do list
- Send out January Core Team meeting reminder email by 1/11
- Vendor follow-up calls need to be completed by January 31st (*Vendor Team*)
- Get TGS 2018 on local and regional calendars (*Dawn*)
- Ask team leaders how many volunteers will be needed in each area (*Nancy*)
- Determine duties of Garden Show volunteers (*Nancy*)
- Design show handout (trifold brochure) with maps, vendor list, sponsor info, park/barn maps, presentation schedule, etc. (*Bonnie*)
- Update SignUp Genius (*Nancy*)
- Update SignUp Genius and instructions on how to volunteer (*Nancy*)

- Submit SignUp Genius instructions to newsletter team for March *eMinder ECHO*
- Attend county commissioners meeting when mass gathering permit is submitted
- Meet with Charity Board of directors
- Send out February Core Team Meeting invite
- Update February to-do list

TGS 2017 To-Do List for February 2018

- Core Team Meeting on February 22, 2018**
- News releases (*Dawn*)
- Recruit volunteers
- Send out February core team meeting reminder email by 2/15/18
- Conduct meetings with individual committee leaders, as needed
- Finalize CCMGA project space requirements.
- Confirm all speakers and special guests
- Complete any unfinished to-do list items from January 2018
- Update & print vendor packets & dashcards & 2019 contracts
- Update volunteer packets & dashcards
- Buy/Print/Design vendor badges
- Pay Coast to Coast (pipe & drape company) half of estimate
- Finalize trifold brochure design and send to team for proofreading
- Make revisions to trifold brochure design and send to Minuteman Press in Allen for printing
- Order any new signage.
- Order sponsor awards.
- Send out March Core Team Meeting invite
- Update March to-do list

TGS 2017 To-Do List for March 2018

- Volunteer Orientation for TGS 2018 volunteers at General Meeting on February 15, 2018
- Send detailed information to speakers and vendors
- Confirm setup dates/times with vendors
- Check inventory of extension cords for vendors
- Conduct meetings with individual committee leaders, as needed
- Send a list of exhibitors for ID signs to Coast to Coast (pipe & drape company) in Excel format **NO LATER THAN MARCH 1, 2018**
- Confirm all speakers and special guests
- Complete any unfinished to-do list items from February 2018
- Pay Coast to Coast (pipe & drape company) balance of estimate **NO LATER THAN MARCH 5, 2018**
- Produce any needed checks (EMT & Speakers)
- Deliver trifold brochures to sponsors and key vendors no later than March 5, 2017
- Pipe and drape set up on Thursday, March 15^h.
- ATM set up on Thursday or Friday, March 15th or 16th.
- Exhibitors set up on Friday, March 16th.
- Hand out vendor packets for TGS 2018 as vendors arrive and set up.
- Show tear down begins at 5:00 pm on Sunday, March 18th; concludes Monday, March 20th morning. Take inventory during tear-down.
- Send thank you's and evaluations to sponsors, vendors, volunteers & public during last week of March
- Reserve meeting space for April post-show meeting & send out meeting invitation

TGS 2016 To-Do List for April 2016

- Write up evaluations for post-show meeting
- Incorporate evaluations into a single document for the committee
- Send out reminder email for post-show meeting
- Identify potential co-chairs for TGS 2019 and have them begin to shadow current co-chairs

Garden Show Budget for 2018

Collin County Master Gardeners Association

The Garden Show 2018

Proposed Budget - revised 5/17/17

	Income	Expense
Sponsor Fees		
<i>Ag Power</i>	\$ 5,000.00	
<i>Chambersville Tree Farm</i>	\$ 2,000.00	
<i>Collin County Feed & Seed</i>	\$ 1,500.00	
<i>Home Grown Plants</i>	\$ 1,500.00	
<i>Landmark Equipment</i>	\$ 2,500.00	
<i>Lush Landscape</i>	\$ 750.00	
<i>Pucketts</i>	\$ 1,000.00	
<i>Shades of Green</i>	\$ 500.00	
Vendor Fees	\$ 10,000.00	
MCDC Grant	\$ 10,000.00	
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		\$ 500.00
Total Income	\$ 34,750.00	
Total Expenses	\$ (34,700.00)	
Net Loss	\$ 50.00	

2017 CCMGA Budget

2017 CCMGA BUDGET
Revised 3/6/2017

Project	2017		
	Income	Expense	Net Var
20th Anniversary Celebration	\$ 700	\$ 700	\$ -
Adopt-A-Road		\$ 50	\$ (50)
Allen Heritage Village Gardens		\$ 1,304	\$ (1,304)
Allen R&D Gardens		\$ 700	\$ (700)
Annual Banquet	\$ 1,800	\$ 8,500	\$ (6,700)
Bank Expense		\$ 3,000	\$ (3,000)
Commemorative Bricks	\$ 250	\$ 250	\$ -
Communications		\$ 4,295	\$ (4,295)
Executive Board/Operating Expense		\$ 2,000	\$ (2,000)
Fall Bulb & Perennial Sale	\$ 34,860	\$ 18,000	\$ 16,860
General Donations	\$ 2,000	\$ 500	\$ 1,500
Hort Fund Expense		\$ 1,500	\$ (1,500)
Hort Therapy		\$ 1,200	\$ (1,200)
Hospitality		\$ 550	\$ (550)
Information Booth		\$ 500	\$ (500)
Information Center (Help Desk)		\$ 670	\$ (670)
Interactive Adult Education	\$ 700	\$ 1,730	\$ (1,030)
Liability Insurance		\$ 686	\$ (686)
Member Dues	\$ 6,200		\$ 6,200
Membership Director		\$ 2,600	\$ (2,600)
Myers Park		\$ 20,202	\$ (20,202)
Plano Heritage Farmstead Parlor Garden		\$ 1,160	\$ (1,160)
President		\$ 500	\$ (500)
Program Director		\$ 1,600	\$ (1,600)
Prosper Gardens		\$ 1,100	\$ (1,100)
Scholarship		\$ 4,000	\$ (4,000)
Secretary		\$ 200	\$ (200)
Social Committee		\$ 500	\$ (500)
Speakers Bureau	\$ 1,200	\$ 100	\$ 1,100
Spring Plant Sale	\$ 37,000	\$ 20,000	\$ 17,000
State Conference			\$ -
State Sales Tax		\$ -	\$ -
Technology		\$ 5,410	\$ (5,410)
Texas MG Dues		\$ 550	\$ (550)
The Garden Show	\$ 34,750	\$ 34,700	\$ 50
TMGA Delegate Expenses		\$ 1,200	\$ (1,200)
Treasurer		\$ 550	\$ (550)
Volunteer Screening	\$ -	\$ 400	\$ (400)
Youth Education	\$ 500	\$ 3,000	\$ (2,500)
	\$ 119,260	\$ 143,207	\$ (23,947)
Total			2017 forecasted net loss

2015 Internal Audit -2016 Internal Audit

Board of Directors
Collin County Master Gardener Association
825 N. McDonald Street, Suite 150
McKinney, Texas 75069

February 6, 2016

Audit Response: 2/16/2016 by Robin Lankford

Board of Directors:

Subject: Internal Audit Report

The Internal Audit Committee has audited the financial records of the Collin County Master Gardener Association (CCMGA) as of December 31, 2015. These financial records are the responsibility of the CCMGA Board of Directors. Our responsibility is to express an opinion on these financial records based on this audit.

We conducted a basic audit to obtain reasonable assurance about whether the financial records are free of material misstatements. Our committee followed the CCMGA Financial Review Procedures for our audit. We believe that this audit provides a reasonable basis for our opinion.

The books are in excellent condition. The Quicken account balanced to the bank statement. Recommendations are made to improve the guidelines for the treasurer's position.

It is the opinion of the Internal Audit Committee that the financial records as of December 31, 2015, appear to be free of material misstatement.

Patty Felan

Chairman
Internal Audit Committee
CCMGA Class 2013

Income/Expense by Category - Year To Date

1/1/2015 through 12/30/2015

Project/Committee	2015 BUDGET		ACTUAL YTD		NET BDG TO ACTUAL	
	Income	Expense	Income	Expense	Income	Expense
Annual Banquet	\$ 1,000	\$ 4,500	\$ 1,228	\$ 4,497	\$ (228)	\$ 3
Bank Expense		\$ 1,275	\$ -	\$ 2,905	\$ -	\$ (1,630)
Brick Donations		\$ 250	\$ 15	\$ -	\$ (15)	\$ 250
Executive Board				\$ 4,577	\$ -	\$ (4,577)
Fall Bulb & Perennial Sale	\$ 25,000	\$ 13,900	\$ 35,401	\$ 18,057	\$ (10,401)	\$ (4,157)
Gardens & Greenway			\$ (3)		\$ 3	\$ -
General Meetings		\$ 300		\$ 453	\$ -	\$ (153)
Hospitality		\$ 300		\$ 236	\$ -	\$ 64
Hort Fund Expense		\$ 3,500		\$ 3,069	\$ -	\$ 431
Hort Therapy				\$ 297	\$ -	\$ (297)
Information Booth		\$ 350		\$ 19	\$ -	\$ 331
Information Center (Help Desk)		\$ 355		\$ 129	\$ -	\$ 226
Interactive Adult Education	\$ 2,000	\$ 1,300	\$ 2,120	\$ 1,534	\$ (120)	\$ (234)
Liability Insurance		\$ 686		\$ 686	\$ -	\$ 1
Library Additions		\$ 125			\$ -	\$ 125
Member Dues	\$ 4,950		\$ 5,702		\$ (752)	\$ -
Myers Park		\$ 12,595	\$ 675	\$ 11,880	\$ (675)	\$ 715
Operating Expenses		\$ 500		\$ 649	\$ -	\$ (149)
President		\$ 500		\$ 157	\$ -	\$ 343
Prosper Research & Demonstration Garden				\$ (230)	\$ -	\$ 230
Rooted in the Past		\$ 250			\$ -	\$ 250
Scholarship		\$ 1,000		\$ 1,000	\$ -	\$ -
Secretary		\$ 500		\$ 127	\$ -	\$ 373
Social Committee		\$ 500		\$ 298	\$ -	\$ 202
Speakers Bureau	\$ 750	\$ 75	\$ 1,185	\$ 29	\$ (435)	\$ 46
Spring Plant Sale	\$ 25,000	\$ 16,750	\$ 34,186	\$ 16,020	\$ (9,186)	\$ 730
State Conference				\$ 399	\$ -	\$ (399)
State Sales Tax		\$ 100		\$ (0)	\$ -	\$ 100
Technology		\$ 7,605		\$ 5,999	\$ -	\$ 1,606
Texas MG Dues		\$ 550		\$ 500	\$ -	\$ 50
TMGA Delegate Expense		\$ 1,500		\$ 504	\$ -	\$ 996
The Garden Show	\$ 26,000	\$ 23,200	\$ 25,388	\$ 19,665	\$ 613	\$ 3,535
Treasurer		\$ 500		\$ 201	\$ -	\$ 299
Volunteer Coordinator		\$ 1,860		\$ 1,350	\$ -	\$ 510
Volunteer Screening		\$ 1,170		\$ 1,130	\$ -	\$ 40
Water Conservation	\$ 6,000	\$ 4,675	\$ 800	\$ 926	\$ 5,200	\$ 3,749
Youth Education	\$ 500	\$ 2,500	\$ 245	\$ 718	\$ 255	\$ 1,782
TOTAL EXPENSES	\$ 91,200	\$ 103,171	\$ 106,940	\$ 97,779.88	\$ (15,740)	\$ 5,391
NET	\$	(11,971)	\$	9,161	\$	(21,132)

January 28, 2017

Board of Directors
Collin County Master Gardeners Association
825 McDonald Street, Suite 150
McKinney, TX 75069

Ref: Internal Audit Report
Chase Bank- 2016 Operating Account-CCMGA
Chase Bank- 2014, 2015, 2016 CCMGA Account for Texas State Conference

Board of Directors:

The Internal Audit Committee has audited the financial records and supporting documents of the Collin County Master Gardeners Association (CCMGA) as of December 31, 2016. These financial records are the responsibility of the CCMGA Board of Directors. Our responsibility is to express an opinion on these financial records based on this audit.

We conducted a basic audit of the two accounts and supporting documents referenced above.

You will note that years 2014 and 2015 are included in this audit, for the account opened to maintain separate income and expenses in regards to the 2016 Texas State Master Gardeners Conference. Documentation for 2014 and 2015 were not provided in prior audit years, so we have reviewed the financial records from the opening of the account in 2014 to the closing of the account in 2016.

The Audit Committee followed the CCMGA Financial Review Procedures for our audit, in order to obtain reasonable assurance that the records were free of material misstatements. We believe that this audit provides a reasonable basis for our opinion.

The books for both of the accounts are in excellent condition. The Quicken account balanced to the bank statement, for the Operating Account, with no exceptions. The State Conference Account was closed following the transfer of remaining funds to the CCMGA Operating Account in September, 2016. It should be noted, that it is our understanding the Treasurer for CCMGA, Robin Langford, had no responsibility or control for the financial records or supporting documents for the Texas State Conference Account.

Therefore, recommendations made to improve the guidelines for the treasurer's position will not include the State Conference Account.

It is the opinion of the Internal Audit Committee that the financial records, as of December 31, 2016, appear to be free of material misstatement.

Sandi Konrath
Patty Felan
Jim Shy
2016 Internal Audit Committee, CCMGA

TREASURER REPORT

1/4/17

BANK RECONCILIATION	
Bank Balance	\$ 99,094.09
O/S Check	\$ -
Quicken Balance	\$ 99,094.09

MEMBERSHIP		
2016		
Late Dues - 2016	11	2 owe 2 years
2017		
Total - 2017	331	Includes students
Paid	232	

Background Checks		
2012	5	
2013	13	e-mails sent 9/13; 11/25

2017 Garden Show Measurements

2017 Garden Show Measurements

Estimated attendance over two-day period: 9,000 to 10,000

Donations collected by Hope's Door/New Beginning: \$5,000

Volunteer headcounts by day:	Thursday	42
	Friday	108
	Saturday	163
	Sunday	152
	Monday	15

Total TGS Volunteer Hours in March 2017: 2,425.75

Speaker attendance:	Vegetable Gardening	79
	Monarchs to Mexico (1)	50
	Monarchs to Mexico (2)	40
	Pollinator Garden Cert.	24
	Indian Marker Trees	27
	Franconia Brewery	38
	Farm to Table	43

Guests on Bus Tours:	Saturday	147
	Sunday	145

MG Booth Headcount:	Saturday	3,905
(see tab for detail)	Sunday	<u>2,317</u>
		6,222

Paying Vendor booths	57
Complimentary booths	12

Advertising/Promotional Reaches

Gardenwise Gazette	2,897 with 47.9% opens and 3.1% unique clicks
TGS 2017 Facebook Ad	32,616 with 34,516 impressions & 0.9% clicks
Instagram	22 photos posted, 207 "likes"
Twitter	36 "tweets" 17 "retweets" 19 likes
Plano Profile	47,000 homes, 3,000 to high traffic businesses
Allen Image	48,000 homes
Prosper Living	11,000 homes, 500 to high traffic businesses
Richardson Living	22,000 homes, 3,000 to high traffic businesses
KLAK	75,000 weekly listeners
Dallas Morning News Guide	600,000 print subscribers (avg in Collin Co. 270,710) Digital Guide Live average 1.4 million monthly page views.

The Garden Show 2017 Sponsors and Vendors

THE GARDEN SHOW 2017 SPONSORS AND VENDORS

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Collin County Feed and Seed
Home Grown Plants
Landmark Equipment, Inc.
Lush Landscape Concepts, LLC
Puckett's Nursery
Shades of Green
Whole Foods Market

VENDORS:

380 Chiropractic & Wellness
Advanced Tree & Shrub Care
Angee & Teresa's Gardening Stones
Bare Naked Bee Co.
Barris Pottery & Ceramics
Basket Jacket
Best Bug Bait
Blooming Concepts
Burge and Company
Celina Garden Tour
City of Allen
City of McKinney
City of Richardson
Collin County Farm Museum
Collin County Hobby Beekeepers
Crape Myrtle Trails of McKinney
Daylight Rangers
Designs by Debbie
Diggin It
Earth Arts
Eden Hill Vineyard
Fern Valley Art
Franconia Brewery
Garden Gems
God's Word for Gardeners Bible
Grandma's Cupboard
Greater Dallas/Fort Worth Bromeliad Society
Harmon-E Gardens
Heritage Tree Service of Texas
Hollyberry Herb Farm
Hot Rita's/Londa's Gourmet
JL Glass Design
JoJo's Fried Pies
Kaleidoscope Farms
Lavender Ridge Farms
Luke's Landscape & Maintenance
Luscombe Farms Specialty Foods
Ma Jones Rocks
McKinney Garden Club

Mister's Garden/Jellybean Publishing
Nate's Raw Harvest
Native Plant Society/Collin Co. Chapter
NATiVE Solar
Outdoor Wooden Furniture by Stan
Painted Flower Farm
Pampered Chef
Plano Garden Club
Profound Microfarms
R&E Plants
Rain Lilies Boutique
Rusty Birds
Sky Homes
Sprinkl
Stillwaters Farm
TX Master Naturalist, *Blackland Prairie Chapter*
Texas A&M AgriLife Water University 9
Texas Olive Ranch
Texas Pure Products
Tour de Coop/Chestnut Square
Trinity Expanded Shale & Clay
Wild Birds Unlimited
Young Living Essential Oils

Collin County Master Gardener Booths

CCMGA Information Booth
Lawn Care
Container Gardens
Vegetable Gardens
Herbs
Shade Gardens
Pollinators
Trees
Earth-Kind® Gardens
Propagation
Misadventures of Peter Rabbit