

# TEXAS

MASTER  GARDENER

TEXAS A&M AGRILIFE EXTENSION

Collin County

McKinney Community Development Corporation  
June 23, 2022



# Collin County Master Gardeners Association

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

TEXAS A&M  
AGRILIFE  
EXTENSION



# Collin County Master Gardeners Association



- Nearly 400 knowledgeable, dedicated and trained volunteers.



# Collin County Master Gardeners Association

Membership requires 130 hours intensive training

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

# Twelve Earth-Kind® Research & Demonstration Gardens at Myer's Park in McKinney

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







# The Garden Show

*What a garden show should be!*

# The Garden Show

- Started in 2010
- 2 day educational **“One-of-a-Kind Destination”** outreach event
- Not a fundraiser
- **Pre-COVID attendance range = 6,500-9000**
- **Post-COVID attendance (after a 2-year hiatus) = 5500+ attendees in 2022**



# The Garden Show

- More than **70 local independent sponsors & vendors**; primarily from Collin County, but mostly from McKinney
- **12 educational & demonstrations booths** for adults & children
- Entrance proceeds go to a charity partner
- Supported by the cities of McKinney, Allen, Frisco & Prosper

# The Garden Show

## Tourism

*Family Fun for everyone!*

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

# The Garden Show

## Business Development

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

# The Garden Show

## Marketing & Outreach

- ▶ *CCMGA plans to use a multi channel marketing approach to advertise The Garden Show 2023.*
- ▶ *Previous advertising includes:*
  - ▶ Garden Wise Gazette (CCMGA e-newsletter)
  - ▶ Allen Image
  - ▶ Prosper Living
  - ▶ 97.5FM KLAK radio
  - ▶ Facebook ads
  - ▶ Instagram
  - ▶ Edible Dallas-Fort Worth
  - ▶ Dallas Morning News Guide





# Collin County Master Gardeners Association

## Finances

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



# Collin County Master Gardeners Association

## Finances

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



# Collin County Master Gardeners Association

## Finances

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



# Collin County Master Gardeners Association

## Larger Attendance means:

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





Questions?

McKinney Community Development Corporation  
June 23, 2022