

# McKinney Community Development Corporation

## FINAL REPORT



**Organization:** McKinney Garden Club (MGC)

**Funding Amount:** \$4,100

**Project/Promotional/Community Event:** MGC's Garden & Home Tour

**Start Date:** Spring 2019      **Completion Date:** May 30, 2020 [Event was cancelled due to Corona Virus concerns]

**Location of Project/Promotional/Community Event:** All of MGC's 2020 garden and home tour locations were located within McKinney's Historic District. Below is a list of each tour garden/home:

1. 707 S. Barnes Street, Lady Butterbug Cottage, Karla Ritchey Home (1950)
2. 110 S. Bradley, Tracy & Rodney Frye Home (1876)
3. 419 N. Waddill, Kathy & Doug McCabe Home (1930)
4. 601 N. College Street, Bob & Jan Barstad Home (1928)
5. 702 N. College Street, Bryan & Terri Moore Home (1872)
6. 405 Pearson Avenue, Lisa & Stephen Madewell Home (1936)

### **Narrative Report:**

Our 2020 MGC Garden & Home Tour was cancelled in mid-May due to Covid19 increasing numbers in Collin County. That decision was not an easy or popular decision to make. Many MGC Tour Team members had spent countless hours along with their own resources preparing for this year's Tour. In addition, our six tour homeowners were excited about the tour and had invested time and money getting their homes/garden show-ready.

All of our MGC tour pre-event promotional items (postcards, banners, yard signs sandwich board signs, and tour booklets) had already been printed! In fact, MGC had everything printed early to increase 2020 Tour awareness in MGC's booth at the March 14/15 The Garden Show when it was cancelled on Friday, March 13.

Our 2020 MGC Garden & Home Tour is our 12<sup>th</sup> year to host this biennial community event scheduled for Saturday, May 30, 2020 beginning at 10AM through 4PM. Planning began in May 2019 with incoming MGC president Sharon Scott and her officers/executive board. MGC President Sharon Scott's term ended in April 2020 and MGC's new 2020/2021 MGC President Joyce Bartell along with her executive board were installed in May 2020.

See the following two lists reflecting the out-going officers in April and the in-coming officers in May 2020.

#### **MGC 2019–2020**

##### **Officers / Executive Board**

Sharon Scott, President  
Joyce Bartell, President-Elect  
Day Stringer & Jan Caudell, 1<sup>st</sup>. Co-Vice Presidents  
Molly Jones & Gayle Pond, 2<sup>nd</sup> Co-Vice Presidents  
Larry Tunnell, Treasurer  
Sue Wilbanks, Recording Secretary  
Susan Shuttleworth, Publicity & Historian

##### **Standing Committees:**

Joy Biggs, Chaplain  
Durinda Fisher, Luncheon Coordinator

#### **MGC 2020–2021**

##### **Officers / Executive Board**

Joyce Bartell, President  
Gayle Pond, President-Elect  
Jan Caudell & Wendy Vura, 1<sup>st</sup>. Co-Vice President  
Nancy Davies & Dee Dee Brown, 2<sup>nd</sup> Co-Vice President)  
Lori Bhargava, Treasurer  
Donna Brookshire, Recording Secretary  
Valarie Kerby, Publicity

Nancy Davies, Parliamentarian  
 Cathy Straley, Yearbook & Email Communications  
**Special Committees:**  
 Valarie Kerby, 2020 Garden & Home Tour Chair  
 Sharon Ellis, 2020 Garden & Home Tour Party Chair  
 Marilyn Rice & Kari Kennedy Flowers, Special Advisors to the President

**Financials:**

Unfortunately, our net gain/loss for our 2020 MGC Garden & Home is (\$2,208.22) due to the cancellation of our Tour over Covid19 rates in Collin County. See financial documents in package dropped off at MCDC.

Net proceeds from our 2020 Garden & Home Tour, which has been MGC’s major fundraiser, would have been used to enhance the natural beauty of McKinney while increase the quality of life for all citizens and tourists for our 2020/2021 term for MGC President Joyce Bartell. For example, MGC past president, Sharon Scott, MGC donated more than \$22,000 to [various non-profits](#) for items related to a peace garden for special needs young adults, plantings and rainwater harvesting for a food insufficient elementary school garden club, a bench at Bonnie Wenk Park, several [college scholarships](#) for graduating seniors majoring in environmental issues, and large tree/shrub plantings! We also provide plantings, landscape design, irrigation, and maintenance of the Lovejoy Memorial Flower Bed in Historic Finch Park.

**Our MGC 2020 Garden & Home Tour Pre-Event Marketing & Promotion Expenses are listed below. MGC respectively requests reimbursement from MCDC for \$3,667.00\*.**

MGC 2020 Tour Vendor	MGC Tour Item Description / QTY	Vendor Invoice Number / Date	MGC Proof of Payment with Check Number & Date Paid**	Date of MCDC Pre-Approval	MCDC Tour Item Reflects Correct MCDC Logo	Total Amount for MCDC Reimbursement Consideration	Final Amount MCDC Approves for Reimbursement
1. CW Design	Save-the-Date Cards design	#870	#1393 / 9/4/2019 \$679.00	Postcard design approved* 3/3/2020	Yes	\$679.00*	
2. Print Right	Save-the-Date print /500* qty	#28422	#1395 / 9/10/2019 \$295.00*		Yes	\$295.00*	
3. Fast Signs	50% Deposit – 6 Yard Signs, 2 Banners, & 5 Sandwich board signs	#47321729	#1425 / 2/6/2020 \$578.00	Banners pre-approved 3/4/2020 See email	Yes	\$578	
4. Fast Signs	Yard Signs, Banners, & sandwich board signs	#47321723	#1427 / 3/3/2020 \$578.00	Sandwich pre-approved 2/27/20	Yes	\$578	
5. Fast Signs	Final balance	#47328132	#1430 / 3/6/2020	Yard Signs pre-approved	Yes	\$594.72	

			\$594.72	2/20/20			
6. Print Right	2020 MGC Tour Booklets / 1,100 Qty		#1431 / 3/10/2020  \$595.00		Yes	\$595.00	
7. CW Designs	2020 MGC Tour Booklet Design		#1432 / 3/10/2020  \$737.00	Tour booklet pre- approved 2/26/20	Yes	\$737.00	
Final Total for MCDC Pre-Event Consideration as of 6/29/20						\$4,056.72*	
<p><b>*Note: MCDC pre-approved only 300 quantities of MGC Tour Save-the-Date cards as related to #1 &amp; 2 above for 500 qty design/print (\$679+\$295=\$974 or \$1.95x300)=\$585 for 300 qty cards = \$3,667.00</b></p> <p><b>**For MGC proof of payment, see MGC checking account information – See pink tabs!</b></p>							

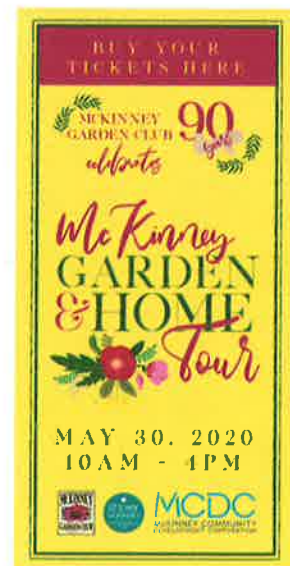
**Proposed 2020 MGC Tour Goals/Objectives and Results Showing MGC's Performance as Indicated in our original Grant Application:**

1. **2020 MGC GOAL** - Increase our 2020 Garden & Home Tour attendance by 10% over 2018 Garden & Home Tour – 2020 Goal of 960/2020/\$24,000 (960 x \$25=\$24,000) compared to 2018 Tour 873/2018/\$17,460 (873 x \$20 2018 tour tickets). **2020 RESULTS:** Since our 2020 Tour was cancelled due to the Covid19 we did not meet our 2020 goals. MGC was well on the way in meeting our goals in mid-March with a total of 176 tour tickets sold for \$25 each totaling \$4,400.00. Those tickets sold were as the result of our pre-event promotion of our save-the-date cards which MGC began distributing in September 2019 at our MGC monthly meetings going forward. All 176 tour tickets sold were to MGC members. However, since our 2020 Tour was cancelled due to Covid19, the MGC offered to refund all ticket purchases back to the MGC members. Due to Covid19, \$1,765 was refunded for tickets purchased by MGC members and \$2,615 was donated to MGC by our members who opted to donate their refund to MGC.
2. **2020 MGC GOAL** - Increase 2020 MGC Tour sponsors by 10% over 2018 tour sponsors of 8 sponsors/\$3,250 total - MGC's 2020 Tour chair specifically wanted to limit our Tour sponsors to six sponsors with a focus this year on securing sponsorships for each tour home on our 2020 tour resulting in a total of 6 sponsors with individual signage for each sponsor at a designated tour home. **2020 RESULTS** – a total of six 2020 home tour sponsors were secured for \$500 each totaling \$3,000. However, due to the cancellation of our 2020 tour, MGC returned all sponsors donations back to the sponsors.
3. **2020 MGC GOAL** - Increase demographic reach for our 2020 Tour to outside McKinney, Collin County, Texas. The 2018 MGC Tour had attendees from West Virginia, California, Wisconsin, and Michigan. **2020 RESULTS** Due to Covid19 and the cancellation of our event, our 2020 demographic goals were not met.
4. **2020 MGC GOAL** - 100% goal of ticket sales from all MGC members. MGC had 81 members as of September 2019 when our 2020 Tour was first presented to our MGC members at the September meeting. MGC members are required to purchase 4 tour tickets and serve as a docent in one of our 2020 tour homes. **2020 RESULTS** - MGC was moving forward on meeting our 100% goal in March 2020 a total of 176 tickets sold totaling \$4,400. However, in mid-March 2020 due to the Covid19 announcement, this objective fell short.

MGC's executive team met to discuss canceling the tour and voted to wait until the end of April to make the decision. MGC's board met again in April and voted to allow MGC's new 2020/2021 board to make the final decision. MGC's new board president, Joyce Bartell and her executive team met in May and voted to cancel the tour due to Covid19 numbers in the Collin County area.

5. **2020 MGC GOAL** - Increase our current 2020 MGC membership of 84 by 10% over 2018 membership counts. **2020 RESULTS** – With the cancellation of the 2020 Tour due to Covid19, we did not meet this goal.
6. **2020 MGC GOAL** -Achieve goal to provide 100% to MCDC for their return on investment with MGC's 2020 tour. **2020 RESULTS** – MGC did not meet this 2020 goal due to Covid19 impact to the Collin County area which resulted in the cancellation of our 2020 MGC Garden & Home Tour.
7. **2020 MGC GOAL** -To increase tour attendance and awareness of our 2020 tour by 10% over our 2018 Tour numbers. For our 2018 MGC Tour, below is a breakdown of 2018 tickets sold at \$20 each. **2020 RESULTS** – With our 2020 tour cancelled due to Covid19, this goal was not met.
  - MGC Members – 191/2018/\$3,820
  - Diggin' It – 118/2018/\$2,360
  - Lady Butterbug - 172/2018/\$3,440
  - Market Street McKinney - 159/2018/\$3,180
  - Patina Green - 118/2018/2,360
  - PayPal - 66/2018/\$1,320
  - All Others – 49/2018/\$989 (Day of tour onsite tickets at tour homes)
  - 2020 New Tactic – Add Wild Birds as new 2020 sell site featuring a book-signing event by The Dirt Doctor to increase awareness of our 2020 Tour.)
  - 2020 New tactic – Provide capability on our MGC website to purchase Tour tickets online
  - 2020 New tactic – Promote and provide capability to purchase Tour tickets at MGC booth for the annual The Garden Show at Myers Park, March 14 & 15, 2020, **Results:** Secured MGC booth, in-booth display of tour promotional sandwich board signs, new 2020 tour banner, tour booklets, and save-the-date cards. However, this show was cancelled on March 13, 2020 due to the Covid19.
  - 2020 New Tactic – Secure a location outside McKinney (Market Street Allen in Waters Creek)

**Tour Images – Since the Tour was cancelled, we have no 2020 Tour images.**



## McKinney Garden Club 2020 May 30 Garden & Home Tour Pre-Event Expenses

For MCDC Grant Reimbursement of \$4,100

<b>2020 PRE-EVENT TACTIC</b>	<b>EXPENSES</b>	<b>2020 MGC Garden &amp; Home Tour Notes</b>
Save-the-Date Cards	\$585.00	Print & design, target Sept 2019 MGC lunch mtg, MCDC only 300 qty, (\$974 is original cost)
2020 Tour Booklets	\$1,332.00	Print & design, target March 1st MGC booth at The Garden Show, 1100 copies
6 Yard signs, 2 Banners, & 5 Sandwich Board Signs	\$1,750.00	Print & design, target March 1st MGC booth at The Garden Show, 1100 copies
<b>2020 PRE-EVENT TOTALS</b>	<b>\$3,667.00</b>	

Since our 2020 MGC Garden & Home Tour status was on-hold due to Covid19 and pending final "go or no go" by MGC executive team, none of our print/digital advertng or radio ads were secured. The pre-event expenses listed above are being submitted for MCDC's reimbursement consideration.

## GARDEN TOUR - 2020

	BUDGET	ACTUAL	
<b>GRANTS</b>			
MCDC - Pending	4,100.00	0.00	
<b>TOTAL GRANTS - PENDING</b>	<b>4,100.00</b>	<b>0.00</b>	
<b>SPONSORS</b>			
Donna Darling-Stracenter - Refunded	500.00	0.00	All Sponsors were refunded
Wild Birds - Refunded	500.00	0.00	
Karl Kennedy - Refunded	500.00	0.00	
First United Bank - Refunded	500.00	0.00	
Bob Tomes Ford - Refunded	500.00	0.00	
Allegiance Title - Refunded	500.00	0.00	
<b>TOTAL SPONSOR FUNDS</b>	<b>3,000.00</b>	<b>0.00</b>	
<b>PRE-EVENT TOUR BOOKLETS</b>			
MGC Membership: 176 @ 25 ea.	*4,400.00	2615.00	*Due to Covid-19, 1,785 has been refunded and 2,615 donated to MGC
Lady Butterbug:	0.00	0.00	
Market Street:	0.00	0.00	
Diggin It:	0.00	0.00	
Patina Green:	0.00	0.00	
All Other	0.00	0.00	
PayPal:	0.00	0.00	
<b>TOTAL TICKET SALES</b>	<b>4,400.00</b>	<b>2615.00</b>	
<b>TOTAL INCOME</b>	<b>11,500.00</b>	<b>2,615.00</b>	
<b>EXPENSES</b>			
Pre-Event Save the Date Print/Design-500 Qty	0.00	974.00	
Pre-Event Tour Booklets Print/Design 1100 Qty	0.00	1,332.00	
Pre-Event Yard Signs/Banners/Sandwich Boards	0.00	1,750.72	
Plaques (Homeowner Recognition)	0.00	766.50	
Social media	0.00	0.00	
PayPal	0.00	0.00	
<b>TOTAL EXPENSES</b>	<b>0.00</b>	<b>4,823.22</b>	
<b>TOTAL GAIN (LOSS) GARDEN TOUR</b>	<b>0.00</b>	<b>-2208.22</b>	
<b>TOTAL GAIN (LOSS)</b>	<b>0.00</b>	<b>-2208.22</b>	
<b>TOTAL TICKET SALES (COUNT)*</b>	<b>440</b>	<b>Out of 1,100 tickets printed</b>	
Due to Covid19, our 2020 MGC event was pending thru April 2020.			
Due to the rising Covid-19 rates in McKinney, the tour was cancelled in mid-May 2020.			

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