



17-659

TITLE: Consider/Discuss Promotional and Community Event Grant Application Submitted by Collin County Master Gardeners Association (P&C #17-13), in the Amount of \$10,000 for the Marketing, Promotion and Advertising of the 2018 Garden Show

COUNCIL GOAL: Enhance the Quality of Life in McKinney

MEETING DATE: June 29, 2017

DEPARTMENT: McKinney Community Development Corporation

CONTACT: Cindy Schneible, President

ITEM SUMMARY:

- The Collin County Master Gardeners Association is requesting \$10,000 for marketing, promotion and advertising of the annual Garden Show.
- Event date is March 17-18, 2018, and will take place at Myers Park.
- Attendance goal is 9,000.
- Opportunities offered at the Garden Show include: free tours of the international award winning Earth-Kind® research and demonstration gardens at Myers Park and Event Center; demonstrations by Master Gardeners and vendors; children's educational activities; educational speakers presenting information on outdoor living for the North Texas environment; marketplace of native and adaptive plants.

BACKGROUND INFORMATION:

- The Collin County Master Gardeners Association was established to assist and support the Texas A&M AgriLife Extension Horticulture agent in providing the community with research-based information on sustainable practices and environmental stewardship.

FINANCIAL SUMMARY:

- MCDC's allocation for Promotional and Community Event grants for this cycle is \$50,000.
- MCDC has not awarded a Promotional and Community Event grant to the Collin County Master Gardeners Association for this event.

SUPPORTING MATERIALS:

[Application](#)
[Presentation](#)