



20-0072

**TITLE:** Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by McKinney Garden Club (PC #20-11) in the Amount of \$11,280 for the Advertising, Marketing and Promotion of the 2020 Garden and Home Tour.

**COUNCIL GOAL:** 5: Enhance Quality of Life in McKinney  
5B: Market and highlight McKinney as a unique destination for residents and visitors alike.

**MEETING DATE:** January 23, 2020

**DEPARTMENT:** McKinney Community Development Corporation

**CONTACT:** Cindy Schneible, President

**ITEM SUMMARY:**

- The McKinney Garden Club is requesting \$11,280 for the advertising, marketing and promotion of the Spring 202 Garden and Home Tour.
- The 2020 Tour date is May 30, 2020 from 10 a.m. to 4:00 p.m. and will consist of six to eight garden/homes in McKinney's Historic District.
- The event is open to the public. Tickets are priced at \$25 per person.
- The target participation goal is 950+ which would represent a 10% increase over the most recent Tour.

**BACKGROUND INFORMATION:**

- The mission of the McKinney Garden Club is to continuously preserve, protect, educate, beautify and serve as McKinney's civic leaders for a more beautiful and sustainable McKinney for the future.
- Founded in 1930, in 2020 the Garden Club will celebrate its 90<sup>th</sup> year of continuously promoting an interest in gardens and gardening throughout McKinney.
- The organization is also dedicated to educating the community on the design and management of gardens through its programs, projects and meetings.

**FINANCIAL SUMMARY:**

- MCDC's allocation for FY 20 Cycle I Promotional and Community Event grants \$75,000.
- MCDC awarded a Promotional grant in the amount of \$3,000 for the 2018 Garden and Home Tour.

**SUPPORTING MATERIALS:**

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