



# CITY OF MCKINNEY, TEXAS

## Legislation Details (With Text)

<b>File #:</b>	17-659	<b>Name:</b>	(P&C #17-13)
<b>Type:</b>	Agenda Item	<b>Status:</b>	Discussion Item
		<b>In control:</b>	McKinney Community Development Corporation
<b>On agenda:</b>	6/29/2017	<b>Final action:</b>	
<b>Title:</b>	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		
<b>Indexes:</b>			
<b>Attachments:</b>	1. Application, 2. Presentation		

Date	Ver.	Action By	Action	Result
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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.