

# Growing McKinney: Through Horticulture, Education, Tourism & Community

Collin County Master Gardeners Association  
MCDC 2025–2026 Application | June 26, 2025

Presented by Sarah Dodd  
CCMGA Communications Chair

TEXAS A&M  
**AGRI**LIFE  
EXTENSION

TEXAS  
MASTER  GARDENER  
TEXAS A&M AGRILIFE EXTENSION  
Collin County





# About CCMGA



- 501(c)3 nonprofit founded in 1998, & based in McKinney
- 100% volunteer-run, with 33,000+ hours served in 2024
- Provide research-based education for all ages, from youth to seniors most at no-cost
- Public programs include workshops, lecture series, plant sales, youth and senior outreach, and scholarships
- We maintain 12 gardens and a greenhouse at Myers Park, plus 6 teaching gardens countywide—including an active school garden at Caldwell Elementary in McKinney with monthly education programming
- Named Texas Master Gardener Association's Outstanding Chapter (2024)





# The Grant Funded Events

- Expected Attendance For All 8 Events = 8,500 to 10k
- Expected Outside McKinney Attendance = 70 to 75%
- 8 Events Between September 2025 to April 2026
- Surveyed Visitors Show Strong McKinney Economic Impact



The Garden Show



Plant Sales



A Walk In The Park



Education Workshops

	Propagation Workshop	A Walk In The Park	Fall Gardening Workshop	Fall Plant Sale	Edible Gardening Workshop	Tomato Workshop	The Garden Show	Spring Plant Sale
Date(s)	Sept 20, 2025	Sept 27, 2025	Late Fall 2025	Oct 25, 2025	Jan 2026	Feb 2026	March 2026	April 2026
Attendance Goals	50	500	100 (50-100 Zoom)	500	100 (50-100 Zoom)	100 (50-100 Zoom)	7,500	1200
% Outside McKinney	78%	65%	78%	70%	78%	78%	73%	70%
Cost: In-Person	\$30	Free	\$15 (\$10 Zoom)	Free	\$15 (\$10 Zoom)	\$15 (\$10 Zoom)	Free	Free

Previous Year Stats	Prop. Workshop (Oct 2024)	A Walk In The Park (Sept 2024)*	Tree Workshop Sept 2024	Fall Plant Sale Oct 2024	Edible 101 Workshop Jan 2025	Tomato Workshop Feb 2025	The Garden Show March 2025	Spring Plant Sale April 2025
Attendance Total (In-Person / Online)	50 (in-person only)	347	92 (56 / 36)	423 (in-person only)	137 (95/42)	129 (79/50)	5,800 (in-person only)	1070 (in-person only)
% Outside McKinney	82%	61.2%	84.78%	75.17%	72.26%	77.52%	73.33%	79.72%
1st time attendees	Not Asked	80-90% Yes	Not Asked	121	107	40	Not Asked	570
Shop/Dine McKinney	Not Asked	77.4% Will	21% Will	Shopping Event	35% Will	37% Will	Shopping Event	Shopping Event
Net Revenue	-\$62.50)	-\$882.96)	\$1,214.80	\$10,270.29	\$770.46	\$1,214.80	\$4,654.22	\$29,066.83

- In 2024 due to weather, A Walk In The Park was held in September and we tested our walking surveys to find more information. This was not part of the previous grant.
- The event that was part of the previous MCDC grant was the June 7, 2025 A Walk In The Park event, which was canceled.

# Rooted In McKinney:

## Local Partners, Nonprofits & Sponsors

### The Garden Show Spotlights:

- All suggested entry donations from The Garden Show are donated to local nonprofit partners



2019 Charity Partner



2022 Charity Partner



2023 Charity Partner



the seed project foundation

2024 Charity Partner



2025 Charity Partner

- 2025 Exhibitor/Vendor Booths: **16 of 70 were from McKinney** (City of McKinney, East McKinney Learning Garden, Hugs Greenhouse, Heritage Guild of Collin County, McKinney Parks Foundation to name a few with ties to MCDG)
- 2026 Event Sponsors are already in: W.E.B Permaculture (McKinney biz), Rooted In, Puckett's Nursery, Lavender Ridge Farms, Daystar Landscapes and Hugs Greenhouse (McKinney non-profit) plus Hugs Café will be running the concessions
- 2026 vendors have already had 50% return sign-ups due to past event success

### Other Partnerships With CCMGA:

- A Walk In The Park will feature artists painting in the gardens from McKinney Plein Air Society & Art Club Of McKinney
- Plant Sales are stocked with inventory from McKinney-based Hugs Greenhouse and other regional growers
- Workshops tap local arborists, horticulture experts and gardening gurus to speak/present
- Beyond these events we work with non-profits and cities in advisory capacity as well as partner to provide educational and training services



Art Club of McKinney





# Grant Fund Usage

Requested Grant Amount = \$14,500  
Expected Marketing Costs = \$17,000

**Grant Impact:** The grant will cover 83.5% of our overall marketing budget. CCMGA will cover the overage.

**Budget Allocation:** Heaviest promotion of The Garden Show. All strategies are designed to drive measurable attendance from outside McKinney, strengthen vendor and sponsor visibility, and maximize the city’s exposure through print, digital, and direct outreach.

We evaluate campaign effectiveness through trackable ad links, post-event surveys, and attendance comparisons year over year.



## Proposed CCMGA Marketing Plan

Print Publication Ads \$7,200	Social Media \$3,200	Digital / Programmatic Ads \$1,000	Direct Mail \$1,500	Radio Ads \$1,000	Printed Materials \$900	Influencer Collaboration \$1,000	Promotional Products \$1,000 CCMGA Covered	Signage (Reusable) Covered In Event Costs	Emails Covered In CCMGA Costs	Graphic Design, Marketing & PR Services Volunteer Provided	Online Calendars & Articles FREE
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# Proposed Event Budget

## Propagation Workshop 2025

Proposed

### Income

Registration	\$500
<b>Total Income</b>	<b>\$500</b>

### Expenses

Square Fees	\$46
Simplex Tix Fees	\$59.50
Speaker Fees	\$-
General Supplies	\$200
<b>Total Expenses</b>	<b>\$305.50</b>

**Net Income**      **\$194.50**

## A Walk In The Park 2025

Proposed

### Income

<b>Total Income</b>	<b>\$0</b>
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### Expenses

Advertising	\$150
Supplies	\$300
Golf Cart Rental	\$800
<b>Total Expenses</b>	<b>\$1,250</b>

**Net Income**      **\$(1,250)**

## Seasonal Gardening Workshop 2025

Proposed

### Income

Registration	\$2,500
<b>Total Income</b>	<b>\$2,500</b>

### Expenses

Square Fees	\$137.50
Simplex Tix Fees	\$208
Speaker Fees	\$150
General Supplies	\$200
<b>Total Expenses</b>	<b>\$695.50</b>

**Net Income**      **\$1,804.50**

## Fall Plant Sale 2025

Proposed

### Income

Sales	\$26,400
<b>Total Income</b>	<b>\$26,400</b>

### Expenses

Cost of goods sold	\$12,000
Square Fee	\$1,056
Signs	\$150
Marketing	\$200
Supplies	\$400
<b>Total Expenses</b>	<b>\$13,806</b>

**Net Income**      **\$12,594**

## Edible Gardening Workshop 2026

Proposed

### Income

Registration	\$2,500
<b>Total Income</b>	<b>\$2,500</b>

### Expenses

Square Fees	\$137.50
Simplex Tix Fees	\$208
Speaker Fees	\$150
General Supplies	\$200
<b>Total Expenses</b>	<b>\$695.50</b>

**Net Income**      **\$1,804.50**

## Tomato Workshop 2026

Proposed

### Income

Registration	\$2,500
<b>Total Income</b>	<b>\$2,500</b>

### Expenses

Square Fees	\$137.50
Simplex Tix Fees	\$208
Speaker Fees	\$150
General Supplies	\$750
<b>Total Expenses</b>	<b>\$1,245.50</b>

**Net Income**      **\$1,254.50**

## The Garden Show 2026

Proposed

### Income

Sponsor & Vendor Fees	\$27,000
<b>Total Income</b>	<b>\$27,000</b>

### Expenses

Bank Expense	\$1,000
EMT/First Aid/Security	\$4,500
Golf Cart	\$700
Education Booth Supplies	\$2,000
Hot Spots/Boosters	\$500
Pipe & Drape	\$8,000
Signage & Printing	\$1,600
Speakers	\$500
Miscellaneous Supplies	\$1,550
<b>Total Expenses</b>	<b>\$20,350</b>

**Net Income**      **\$6,650**

## Spring Plant Sale 2026

Proposed

### Income

Sales	\$66,000
<b>Total Income</b>	<b>\$66,000</b>

### Expenses

Cost of goods sold	\$30,000
Square Fees	\$2,640
Propagation	\$501
Labels	\$-
Signs	\$200
Marketing	\$200
Supplies	\$400
<b>Total Expenses</b>	<b>\$33,941</b>

**Net Income**      **\$32,059**





# Grant ROI: Attendance + Regional Reach

Direct Attendance Impact  
(People at Events)

Marketing & Visibility Reach  
(People Engaged Outside Events)

	2024–2025 Grant (Actual)	2025–2026 Grant (Projected)
Grant Awarded	\$11,000	\$14,500
Grant Spent	\$10,383 <i>(*last event canceled)</i>	\$14,500
Event Attendance	7,700	8,500–10,000
% Outside McKinney	73.3%	70–75%
Cost per Attendee	~\$1.35	~\$1.45–\$1.70
Cities Represented	100+	100+
Counties Represented	12	12+

Print + Radio	495,000
Social Media (Paid / Organic)	490,000 (3667k/123k)
Digital + Programmatic	177,000
E-Newsletter Sends (Public)	90,000
In-Person Contacts	4,000+
Total Touchpoints	1,250,000+
Reach ROI	~\$0.008







# Thank You!

Thank you for your continued support of our work—it truly helps us grow more than just plants.

Collin County Master  
Gardeners Association

#WeGrowGardeners