

The Garden Show 2023



The Garden Show 2023 Grant Report Narrative and Financial Report

*Cheryl Long, Carole Strippoli and Kathy Schmid
The Garden Show 2023 Co-chairs
Collin County Master Gardeners Association*

The Garden Show 2023 was held the weekend of March 18-19, 2023 at Myers Park & Event Center in McKinney and involved 4 sponsors, 7 in-kind sponsors, 53 vendors, 1 charity partner, 6 cities and 10 non-profits as well as Hugs Cafe. This event generated \$26,976.22 in revenue and \$19,835.25 in expenses.

McKinney Community Development Corporation Grant Report Narrative and Financial Report

Organization:	Collin County Master Gardeners Association
Funding Amount	\$9,850
Project/Promotion/Community Event	The Garden Show 2023
Start Date	March 18, 2023
Completion Date	March 19, 2023
Location	Myers Park & Event Center 7117 County Road 166 McKinney, TX 75071

The Garden Show 2023 was held the weekend of March 18-19, 2023 and involved four sponsors, seven in-kind sponsors, 53 vendors, one charity partner, six cities, and ten non-profits, as well as Hugs Cafe. The Show Barn at beautiful Myers Park & Event Center in McKinney was home to the event and welcomed about 6,000 visitors over a two-day period.

Our 2023 charity partner, Community Garden Kitchen collected \$5,855 in donations over the course of the two-day event.

During the event, visitors experienced activities designed to suit a wide audience including:

- A children's scavenger hunt
- An adult scavenger hunt
- Educational presentations by top regional horticulture experts
- Water conservation demonstrations
- Information booths staffed by trained Master Gardeners
- A marketplace of vendors providing horticulture-related products and services



GOAL: PROMOTING THE EVENT & CREATING AWARENESS

We used a multi-channel marketing approach to promote The Garden Show 2023 by creating Facebook ads, print advertising, digital advertising, radio advertising as well as collateral materials such as flyers and brochures. We also utilized our own website, <https://ccmgatx.org/> to promote the event on our home page and event page as well as on a dedicated event page: <https://ccmgatx.org/thegardenshow/>. Sponsors and vendors were encouraged to promote the event through their own social media platforms and websites.

CCMGA Garden Show Event Page

TEXAS
GARDEN SHOW 2023
Presented by the Collin County Master Gardeners Association

Thank You For Another Great Year!
Saturday, March 11, 2023
10:00 AM - 5:00 PM
2023 - 2024

The Garden Show showcases Earth-Friendly gardening practices for North Texas. A large group of local vendors offer plants and garden-related products for sale to the public. The event is held in the Show Barn at beautiful Myers Park & Event Center in McKinney, Texas.

Here are some highlights of this event:

- Reception and Vendor's Presentations
- Live DJ (Live Garden-Related Artists)
- Seedlings and Shadedwood
- Container Displays
- All-Hands Member Community Garden Meeting
- Plant Trading

There will be a raffle for admission on arrival at the gate.

Our 2023 Sponsors
Please be sure you can see these sponsors nearby and hope to bring in more The Garden Show visitors.

Speaker Event Schedule
Presented by the speakers and the Collin County Master Gardeners Association.

Our 2023 Vendors

Community Garden Kitchen of Collin County
Spread the Word!

Thank You to a Few
McKinney Community Development Corporation

In Kind Sponsors

Social pages

Collin County Master Gardeners Association Facebook Page

We promoted the event on our Facebook page, <https://www.facebook.com/ccmgatx/>.

Here are just a few of the posts.

CCMGA Facebook Save the Date post

Collin County Master Gardeners
Published by Bonnie Landon · January 21 ·

Save the Date! The Garden Show 2023 will be here before you know it. Mark your calendars for March 18th and 19th. Details will be added to <https://ccmgatx.org/events/the-garden-show/> as they become available.



The Collin County Master Gardeners Association presents:

THE GARDEN SHOW 2023

What a garden show should be!

**MYERS PARK & EVENT CENTER
MCKINNEY, TEXAS**

- ✓ Educational & Hands-on Presentations
- ✓ Local, gardening-related vendors
- ✓ Speakers & Demonstrations
- ✓ Children's Activities
- ✓ Proceeds benefit Community Garden Kitchen — \$2 per person suggested donation

SATURDAY, MARCH 18
10am to 5pm

SUNDAY, MARCH 19
11am to 4pm

TEXAS MASTER GARDENER
TEXAS A&M AGRILIFE EXTENSION
Collin County
www.ccmgatx.org

MCDC
MCKINNEY COMMUNITY DEVELOPMENT CORPORATION



2023 SPONSORS

- Texas Pure Products (Gold Sponsor)
- Lush Landscape Concepts (Bronze Sponsor)
- Puckett's Nursery (Bronze Sponsor)
- Rooted In (Bronze Sponsor)

See insights and ads Boost post

👍❤️ 57 5 comments 47 shares

👍 Like 💬 Comment ➦ Share

More CCMGA Facebook posts

Collin County Master Gardeners
2023 Calendar of Events

The Garden Show 2023
 Saturday, March 18th — 10am to 5pm
 Sunday, March 19th — 11am to 4pm

2023 Spring Plant Sale
 April 15th — 9:00am to 1:30pm or Sold Out

A Walk in the Park
 June 3rd — 9:00am to Noon

2023 Fall Plant Sale
 October 28th — 9:00am to 1:30pm or Sold Out

All events take place at
 Myers Park & Event Center
 in McKinney, Texas



See insights and ads Boost post

21 3 comments 7 shares

Like Comment Share


Collin County Master Gardeners is at Collin County, Texas.
 Published by Sarah Darnell Dodd · March · McKinney, TX ·

Need some plants? We've got that!
 Need some landscaping help? We've got that!
 Check out all the other great things we have planned:
<https://ccmgatx.org/thegardenshow/>
 Join us at The Garden Show · March 18 & 19

The Collin County Master Gardener Association Proudly Presents:

THE GARDEN SHOW 2023

MARCH 18 & 19




90+ BOOTHS
 2 DAYS OF EDUCATION
 PLANTS, TOOLS & MORE

CCMGATX.ORG
 TheGardenShow | Collin County Master Gardeners Association Learn more

Collin County Master Gardeners
 Published by Sarah Darnell Dodd · March 18 at 3:21 PM ·

Check out our education lineup for this Sat. and Sun. at The Garden Show 2023:

Saturday, March 18
 10:30-11:30 am Drought-Proofing Your Landscape
 Noon-1 pm Growing Great Turf In Collin County... [See more](#)



See insights and ads Boost post


30 11 shares

Like Comment Share

Write a comment...

Collin County Master Gardeners
 Published by Sarah Elliott · March 15 at 8:01 AM ·

Get everything you need for your lawn and garden THIS WEEKEND at The Garden Show! Free to attend and family friendly.
<https://ccmgatx.org/thegardenshow/>
 March 18 & 19... [See more](#)



See insights and ads Boost again

225 46 comments 145 shares

Like Comment Share

CCMGA Facebook Ads

As we have done in years past, we created Facebook ads targeted towards our desired demographic, bringing McKinney and Collin County residents with horticultural needs together with research-based gardening information delivered by Collin County Master Gardeners and Texas A&M AgriLife experts, as well as products and services offered by vendors at the show.

Our audience for this advertising was ages 18–65 living in North Texas, with interests including the following: home and garden, gardening, flower garden, landscape, garden design, perennial plants, vegetable gardening, container gardening, trees, lawns, shrubs, mulch, herbs, tomatoes and flowering plants.



Collin County Master Gardeners

Sponsored · 🌐

⋮



SUN, MAR 19

The Garden Show 2023 - It's What a Garden Show Should Be!

McKinney, TX

☆ Interested

CCMGA Facebook Event was boosted to run as an ad from February 5–11, 2023.

Cost – \$80

Reach (Audience)– 11,214

Event Responses – 840

Post Engagement – 706

Link Clicks – 470

Post Reactions – 154

CCMGA Facebook 30-second ad ran from March 8–19, 2023

Cost – \$710.68
 Reach (Audience)– 60,256
 Post Engagement – 41,339
 3-second video plays – 36,010
 Link clicks – 4,273
 Post Reactions – 638

CCMGA Facebook 30-second ad ran from March 15-17, 2023

Cost – \$1,000.00
 Reach (Audience)– 17,740
 Post Engagement – 8,532
 3-second video plays – 7,743
 Link clicks – 665
 Post Reactions – 235

Collin County Master Gardeners is at Collin County, Texas.
 Sponsored · 🌐

Need some plants? We've got that!
 Need some landscaping help? We've got that!
 Check out all the other great things ...[See more](#)

The Collin County Master Gardener Association Proudly Presents:

THE GARDEN SHOW 2023

FREE TO ATTEND

MARCH 18 & 19
 MYERS PARK
 MCKINNEY, TX

ccmgatx.org
TheGardenShow | Collin County Master Gardener... [Learn more](#)

👍❤️😮 Mary Nel... 90 comments 305 shares

👍 Like 💬 Comment ➦ Share

Collin County Master Gardeners
 Sponsored · 🌐

Get everything you need for your lawn and garden THIS WEEKEND at The Garden Show!
 Free to attend and family friendly. ...[See more](#)

The Collin County Master Gardener Association Proudly Presents:

THE GARDEN SHOW 2023

FREE TO ATTEND

MARCH 18 & 19
 MYERS PARK
 MCKINNEY, TX

MCDC
 MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

MESSANGER
The Garden Show 2023 [Send message](#)

👍❤️😮 Mary Nel... 46 comments 145 shares

👍 Like 💬 Comment ➦ Share

Print and Digital Ads

We purchased print and digital ads in local media.

Frisco Style
¼ page print ad



Edible DFW
1/2 page print ad



Dallas Morning News Guide
¼ page print ad



Plano Magazine
Large box digital ad



Prosper/Celina Living
¼ page print ad



Little Elm Living
¼ page print ad



The distribution and readership of each of these publications is:

Publication	Reach	Readership
Dallas Morning News Guide	65,000	Collin County, Dallas County
Edible Dallas-Fort Worth	105,500 per quarter	Dallas-Fort Worth Metro Area
Frisco Style	51,000	Frisco, McKinney (Stonebridge Ranch and Craig Ranch), North Plano, South Prosper
Little Elm Living	11,500	Little Elm
Plano Magazine website	69,000 views per month	Digital subscribers
Prosper/Celina Living	12,500	Prosper and Celina

Radio Ads

In addition, we purchased a total of seventy radio spots on KLAK 97.5FM which ran in the two weeks leading up to the show, March 6-19. Here is the copy for the radio spots:

*The Collin County Master Gardeners Association is happy to announce The Garden Show is back! The only true garden show in Texas will run March 18th and 19th at Myers Park & Event Center in McKinney. It's a great day for garden lovers to immerse themselves in timely tips for successful gardening, informative demonstrations and presentations. Come rain or shine. It's what a garden show should be! Visit CCMGATX.org/TheGardenShow. **The Garden Show is partially funded by a grant from McKinney Community Development Corporation.***



Press Releases

Press releases were distributed to a number of news outlets including:

Community News Connection

Little Elm Living Magazine

Plano Magazine

North Texas eNews

Guide Live

Texas Gardeners Seeds

eNewsletter Calendar of Events

Texas Master Gardener Website

Plano Convention & Visitors Bureau

Van Alstyne Newspaper

Denton Record Chronicle

Natural Awakenings Magazine

Community impact.com

C&S Media

Prosper Living Magazine

Forney Living Magazine

Allen City Lifestyle

DMN Garden Calendar

Texas Co-op Power eNewsletter Calendar of Events

Prosper Press Newspaper

McKinney Convention & Visitors Bureau

Denton Convention & Visitors Bureau

Sherman-Denison Herald Democrat

Frisco Style Magazine

Southern Living

Star Local Media

See Attachment C for a copy of the press release.

Other Promotional Activities

Other promotional activities:

- Save the date flyers distributed by our members, sponsors and vendors
- *Garden Wise Gazette* (the Collin County Master Gardeners Association public newsletter)
- Road signs
- The Garden Show 2023 brochure
- Word of mouth



CCMGA Save the Date Flyers

Save the Date Flyers were distributed to local sponsors and vendors by our Vendor Team and our Master Gardeners distributed flyers to friends, family, neighbors, co-workers, garden clubs, etc. Digital copies of the flyers were posted on our Facebook page so Master Gardeners, sponsors, vendors and our social media followers could share on their personal social media pages.



Early Bird Save the Date Digital Flyer featuring The Garden Show 2022 sponsors is used until December 31, 2022.



Save the Date Flyer featuring The Garden Show 2023 sponsors is used beginning January 1, 2023. 2023 sponsors will also be featured in promotional materials for The Garden Show 2024 until December 31, 2023.

Financial Report

The Garden Show 2023	Proposed	Actual
<u>Income</u>		
Sponsor & Vendor Fees	\$16,000.00	\$16,779.25
MCDC Grant	\$9,850.00	\$8,876.47
Volunteer Lunches	\$0.00	\$825.50
Total Income	\$25,850.00	\$26,481.22
<u>Expenses</u>		
Advertising/Promotion (MCDC Grant)	\$9,850.00	\$8,876.47
Bank Expense (4%)	\$640.00	\$447.71
EMT/First Aid*	\$500.00	\$0.00
Golf Cart	\$360.00	\$365.00
Master Gardener Area Supplies – Adult	\$750.00	\$345.37
Master Gardener Area Supplies – Youth	\$500.00	\$96.39
AT&T Hotspots	\$225.00	\$237.10
Pipe & Drape	\$6,000.00	\$3,635.00
Security	\$1,400.00	\$2,000.00
Signage	\$750.00	\$806.97
Speakers**	\$0.00	\$600.00
Supplies	\$200.00	\$236.16
Volunteer Lunches	\$1,075.00	\$1,699.08
Total Expenses	\$22,250.00	\$19,345.25
Over/Under	\$3,600.00	\$7,135.97

Notes:

* There was no expense for EMT/First Aid because we learned that we could use a registered nurse and one of our Master Gardeners volunteered her services in exchange for service hours.

** Budget savings enabled us to engage several regional experts in addition to Master Gardeners.

Performance Metrics

Attendance

2016 Visitors — 6,000
 2017 Visitors — 9,000
 2018 Visitors — 6,500
 2019 Visitors — 6,500

2020 Visitors — show canceled due to Covid
 2021 Visitors — no show due to Covid
 2022 Visitors — 5,250
2023 Visitors — 6,000

Attendance seemed to be equally distributed between Saturday and Sunday but a bit lower than we anticipated after the Show's return in 2022 after a 2 year pause caused by Covid. We believe this to be due to the much colder than normal temperatures we experienced throughout the weekend. Sunday attendance was possibly affected by Texas teams playing in the NCAA Basketball Tournament.

Attendees, Master Gardeners and vendors were delighted with the closing ceremony which honored the longtime community service of McKinney residents Lynn and Neil Sperry and Carolyn Skei.



(From left to right: Brad Voss, Collin County Extension Agent –Horticulture; Neil Sperry, Honorary Collin County Master Gardener; Lynn Sperry, Honorary Collin County Master Gardener; Barron Bozeman, CCMGA President; Carolyn Skei, Collin County Master Gardener Emeritus)

Attendee & Vendor Satisfaction

Attendees as well as vendors were overwhelmingly satisfied with this year's show! We heard positive comments from all that we spoke with. Any negative comments were minor and mostly concerned the coldness of the weather during the event. Here is a sampling of comments from our Facebook page.



CCMGA Member Volunteers

We conducted a survey of our volunteers asking the following questions:

- In what area(s) did you volunteer?
- What was your experience like this year?
- What would you like to see for next year?
- In what areas can we improve?

Not all Master Gardeners who volunteered for the show responded to the survey, but the ones that did shared positive experiences and constructive criticisms. Several suggestions for areas of improvement were received and The Garden Show 2024 core team will look into implementing these measures.

Daily Count of Education Booth Visitors

Using clickers, a manual count was kept in each of our educational booths by our volunteers. See Attachment A for those results

Daily Count of Show Visitors by City of Residence

We conducted a survey of visitors to determine where they were coming from to attend the event. (Not all attendees participated.) See Attachment B to see attendance by city (or state).



Attachment A — Education Booth Counts

THE GARDEN SHOW 2023											
EDUCATION BOOTH COUNTS											
	CONTAINERS	HERBS	POLLINATORS	TREES	SHADE	PROPAGATION	YOUTH ED	EARTH KIND	VEGETABLES	UPCOMING EVENTS	TOTALS
SATURDAY											
Shift 1 - Adult	388	255	236	115	161	210	149	132	489	185	2320
Shift 1 - Child	47	62	56	48	36	83	96	50	89	14	581
Shift 2 - Adult	388	181	110	61	121	76	229	126	233	224	1749
Shift 2 - Child	38	45	36	35	52	31	63	20	53	20	393
Shift 3 - Adult	191	102	95	42	72	158	74	58	188	33	1013
Shift 3 - Child	37	27	25	42	36	33	51	36	44	2	333
Total	1089	672	558	343	478	591	662	422	1096	478	6389
SUNDAY											
Shift 1 - Adult	112	89	85	57	98	107	(a)	54	151	48	801
Shift 1 - Child	31	31	31	30	18	46	(a)	31	45	1	264
Shift 2 - Adult	203	129	82	89	107	100	(a)	59	(b)	23	792
Shift 2 - Child	68	37	68	31	42	38	(a)	39	(b)	4	327
Shift 3 - Adult	118	71	22	38	79	73	193	22	179	37	832
Shift 3 - Child	25	32	22	41	52	31	221	28	64	5	521
Total	557	389	310	286	396	395	414	233	439	118	3537
Show Total	1646	1061	868	629	874	986	1076	655	1535	596	9926
(a) Total for entire day on shift 3 form											
(b) No shift 2 form provided											

ATTACHMENT B			
ATTENDEE COUNTS BY CITY			
	Total	Total	TGS 2023
	Saturday 3/18	Sunday 3/19	Total
ALLEN	167	89	256
ANNA	59	10	69
ARGYLE	2	1	3
ARKANSAS	2	0	2
ARLINGTON	4	1	5
AUBREY	11	5	16
AUSTIN	2	4	6
BAYTOWN	2	0	2
BLUE RIDGE	13	2	15
BONHAM	13	2	15
BRANCH	2	0	2
BRASHEAR	1	0	1
BRAZIL	2	0	2
BURLESON	1	2	3
CADDO MILLS	3	2	5
CARROLLTON	17	7	24
CELINA	87	55	142
CHAMBERSVILLE	0	2	2
COLLEYVILLE	0	5	5
COLLINSVILLE	1	0	1
COLORADO	3	0	3
COMMERCE	2	0	2
CONNECTICUT	2	0	2
COPPELL	3	1	4
CORINTH	1	2	3
CORSICANA	1	0	1
CRANDALL	2	1	3
DALLAS	47	26	73
DECATUR	2	0	2

DENISON	19	6	25
DENTON	31	12	43
DESOTO	0	3	3
DOUBLE OAK	3	0	3
DUNCANVILLE	1	0	1
EULESS	1	0	1
FAIRVIEW	34	12	46
FARMERSVILLE	21	5	26
FATE	3	0	3
FLOWER MOUND	7	3	10
FORNEY	4	0	4
FRISCO	107	49	156
FT WORTH	2	1	3
GAINESVILLE	8	0	8
GARLAND	33	13	46
GRANBERRY	3	0	3
GRAND PRAIRIE	0	1	1
GRAPEVINE	3	2	5
GREENVILLE	20	7	27
GUNTER	3	2	5
HASLET	1	2	3
HEATH	4	0	4
HICKORY CREEK	2	0	2
HIGHLAND VILLAGE	3	0	3
HOUSTON	2	1	3
HOWE	10	9	19
HUNTSVILLE	1	0	1
HURST	2	0	2
ILLINOIS	1	1	2
IRVING	4	2	6
JOSEPHINE	2	1	3
JUSTIN	1	4	5
KATY	5	0	5
KAUFMAN	1	0	1
KELLER	1	0	1

LAKE DALLAS	1	0	1
LAKE HIGHLANDS	1	0	1
LAVON	4	6	10
LEONARD	7	5	12
LEWISVILLE	10	2	12
LITTLE ELM	43	10	53
LONE OAK	1	0	1
LOWERY CROSSING	2	3	5
LUCAS	31	13	44
MAGNOLIA	2	0	2
MASSACHUSETTS	0	1	1
MCKINNEY	486	373	859
MELISSA	52	28	80
MESQUITE	3	0	3
MINEOLA	2	0	2
MURPHY	13	7	20
NEVADA	1	2	3
NEW HOPE	2	1	3
N. LAKE	2	0	2
N. RICHLAND HILLS	7	0	7
OAK CLIFF	0	1	1
OAKPOINT	5	0	5
OHIO	0	1	1
OKLAHOMA	20	3	23
PARIS	2	5	7
PARKER	9	4	13
PILOT POINT	16	4	20
PITTSBURG	1	0	1
PLANO	182	87	269
POTTSBORO	4	0	4
PRINCETON	58	15	73
PROSPER	78	63	141
PROVIDENCE VILLAGE	2	2	4
PUERTO RICO	1	0	1
QUINLAN	4	2	6

RED OAK	2	0	2
RHOME	6	0	6
RICHARDSON	31	12	43
ROCKWALL	16	7	23
ROWLETT	5	2	7
ROYCE CITY	3	6	9
SACHSE	9	4	13
SANGER	5	0	5
SAGINAW	1	0	1
SHERMAN	46	9	55
SPRING	3	0	3
ST. PAUL	0	2	2
TELEPHONE	3	0	3
TERRELL	3	0	3
THE COLONY	7	5	12
TIOGA	0	2	2
TOM BEAM	2	1	3
TRENTON	7	10	17
TYLER	3	0	3
VAN ALSTYNE	28	29	57
WACO	1	0	1
WALNUT GROVE	0	2	2
WEATHERFORD	1	0	1
WESTON	6	6	12
WESTMINISTER	3	0	3
WHITEWRIGHT	1	4	5
WHITESBORO	2	3	5
WHITNEY	0	0	0
WISCONSIN	2	0	2
WYLIE	31	25	56
WYNDHAM	3	0	3
TOTAL	2077	1120	3197

Attachment C — The Garden Show 2023 Press Release

Welcome Spring:

Don't Miss The CCMGA Garden Show 2023

by Dawn Oldfield, CCMGA Public Relations Chairperson

Save the date for **The Garden Show 2023**, presented by **the Collin County Master Gardeners Association**. It's what a garden show should be! For garden lovers it's a great day to immerse themselves in timely tips for successful gardening, informative demonstrations and presentations, local vendors, and fun activities for the entire family – including scavenger hunts for adults and children alike! There is no better place than **The Garden Show** to learn about North Texas Gardening and Earth-Kind® gardening principles. Collin County's most prestigious garden show will take place on **March 18 & 19, 2023** at beautiful Myers Park & Event Center in McKinney, Texas.

Browse through booths featuring appealing garden and gift items and attend lectures presented by experts in horticulture on a variety of topics. Saturday's speakers will cover "Drought Proofing Your Landscape", "Growing Great Turf in Collin County", Texas Tough Natives for Droughts & Floods", and "Growing Tomatoes in Collin County". Speakers on Sunday include three award winning "Steves" who will share their expertise on "A Primer in Tree Pruning", "Creating Exciting Plant Combinations", and "A Serious Look at Garden Whimsy".

CCMGA will also roll-out the green carpet at 3:30PM on Sunday to bestow honorary membership to Neil and Lynn Sperry. Together and individually the Sperry's have forged paths that have inspired millions. Neil is a Texas gardening and horticulture icon known for his books, magazine, and radio program. Lynn is a passionate educator and has served on the McKinney ISD Board of Trustees for 38-years. Together they helped found Serenity High and the Crape Myrtle Trails of McKinney.

Each year **CCMGA** selects a local organization to be their charity partner for **The Garden Show**. This year all proceeds from the \$2 entry donation will benefit Community Garden Kitchen. This local non-profit's mission is to provide food insecure residents with freshly prepared healthy meals on a daily basis in a restaurant style setting. Visitors to Community Garden Kitchen can also enjoy learning, growing, and eating the produce they help raise.

The Garden Show is an indoor event, so come rain or shine! Hours are from 10:00 AM – 5:00 PM on Saturday, March 18 and from 11:00 – 4:00 PM Sunday, March 19. Entry on both days is a donation of \$2 per person. Parking is free! Bringing your own cart or wagon is strongly encouraged. Visit www.ccmgatx.org/TheGardenShow for up-to-date information.

The Garden Show is partially funded through a Promotional Grant from McKinney Community Development Corporation.