

Growing McKinney: Through Horticulture, Education, Tourism & Community

Collin County Master Gardeners Association
MCDC 2026–2027 Application | June 25, 2026

Presented by Sarah Dodd
CCMGA Communications Chair
& Grant Administrator

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 organization
- 330 members volunteered 33,000+ hours in 2025
- Provide research-based horticultural education for all ages, often at little or no cost.
- Public programs include workshops, lecture series, plant sales, youth and senior outreach, and scholarships
- We maintain 11 gardens and a greenhouse at Myers Park, plus 4 teaching gardens countywide—including an active school garden at Caldwell Elementary in McKinney with monthly education programming



The Grant Funded Events

All Events Held At
Myers Park & Event Center
in McKinney

- Expected Attendance For All 5 Events = 5,500-7,000
- Expected Average Outside McKinney Attendance For Each Event = 70-80%
- Expected Radius Of Attendees = 100-125 miles (The Garden Show) + 80-90 miles (others)
- Over 40% of surveyed plant sale attendees reported plans to shop or dine in McKinney the same day.

Upcoming Events	Fall Plant Sale 10/24/26	Edible Gardening Workshop Jan 2027	Tomato Workshop Feb 2027	The Garden Show Mar 2027	Spring Plant Sale Apr 2027
Attendance Goals	500	100-125	100-125	4,500-5,500	1,000
% Outside McKinney	~80%	~70%	~70%	~80%	~80%
Radius Of Attendees	80-90 miles	80-90 miles	80-90 miles	100-125 miles	80-90 miles
Cost	Free	\$25/ticket	\$25/ticket	Free	Free
Security/Safety	Volunteers & Venue Staff	Volunteers & Venue Staff	Volunteers & Venue Staff	Additional Hired Officers & EMS	Volunteers & Venue Staff
Parking Support (Volunteer Assisted)	On-site w/ overflow	On-site w/ overflow	On-site w/ overflow	On-site w/ overflow	On-site w/ overflow
Timeline	3 hour indoor shopping event	3 hour indoor education workshop	3 hour indoor education workshop	2 day indoor shopping, education & family fun	3 hour indoor shopping event
Purpose	Fundraiser	Education	Education	Tourism, Education, Local Businesses & Community Engagement	Fundraiser

2025/2026 Events	Fall Plant Sale 10/25/25	Edible Gardening Workshop 1/17/26	Tomato Workshop 2/21/26	The Garden Show 3/14-15/2026	Spring Plant Sale 4/25/26
Attendance Total	420	129	136	4,070	917
% Outside McKinney	82.10%	78.20%	70.10%	82.10%	82.70%
Radius Of Attendees	75-90 miles	80-90 miles	80 miles	100-125 miles	80-90 miles
1st time attendees	121	39	27	Not Asked	570
Shop/Dine McKinney	41.70%	Not Asked	Not Asked	Shopping Event	44.80%



The Garden Show



Plant Sales



Education Workshops

Rooted In McKinney:

Local Partners, Nonprofits & Sponsors

The Garden Show Strengthens Local Partnerships:

- 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

- 16 McKinney businesses, nonprofits and city partners participated in TGS 2026 (24% of exhibitors).
Examples include the City of McKinney, Hugs Greenhouse, Heritage Guild of Collin County, McKinney Parks Foundation, and The Seed Project Foundation.
- 2027 Event Sponsors already secured: Lavender Ridge Farms and Hugs Greenhouse (McKinney non-profit)
- Approximately 25% of anticipated 2027 exhibitors have already committed.

CCMGA's Year-Round Community Impact:

- School gardens and youth education
- Library and community presentations
- Advisory support to nonprofit partners
- Collaborative programming with local organizations

Grant Fund Usage

Requested Grant Amount = \$14,712

Expected Marketing Costs = \$18,168

Funding Partnership

The requested grant represents **81% of the proposed marketing plan**, with CCMGA providing the remaining investment through organizational funds, volunteer support, and in-kind contributions.

Accountability Measures:

- Trackable ad links, QR codes, and campaign-specific URLs
- Social media, email, and website performance metrics
- Pre- and post-event surveys (educational workshops)
- Intercept surveys at plant sale entry points
- Attendance tracking and city-of-origin analysis (The Garden Show)

Proposed Marketing Categories

Print
Advertising
\$5,955

Digital
Advertising
\$4,069

Email &
Website
Promotion
\$4,588

Social
Media
\$2,150

Promotional
Materials
\$1,406

Outdoor
& Event
Signage
**CCMGA
Purchased**

CCMGA
Community
Outreach
FREE

Graphic Design
& Marketing
**CCMGA
Volunteer
Provided**

Leveraging
**MCDC
AMPLIFY
Program
Resources**

**Marketing Plan
Ready For Execution**
171 marketing tactics
identified, budgeted, and
ready for execution
across the grant cycle.

Fall 2026/Spring 2027 Promotional Marketing Budget										Spring 2027 Promotional Marketing Budget									
Item	Event/Category	Media Type	Media Specifics	Vendor Name	Display or Standalone	Placement Name	MCDC Application Number	Cost	Amount	Item	Event/Category	Media Type	Media Specifics	Vendor Name	Display or Standalone	Placement Name	MCDC Application Number	Cost	Amount
10001	Print Advertising	Print	10001	Print	Print	Print	10001	\$5,955		10001	Print Advertising	Print	10001	Print	Print	Print	10001	\$5,955	
10002	Digital Advertising	Digital	10002	Digital	Digital	Digital	10002	\$4,069		10002	Digital Advertising	Digital	10002	Digital	Digital	Digital	10002	\$4,069	
10003	Email & Website Promotion	Email	10003	Email	Email	Email	10003	\$4,588		10003	Email & Website Promotion	Email	10003	Email	Email	Email	10003	\$4,588	
10004	Social Media	Social	10004	Social	Social	Social	10004	\$2,150		10004	Social Media	Social	10004	Social	Social	Social	10004	\$2,150	
10005	Promotional Materials	Promotional	10005	Promotional	Promotional	Promotional	10005	\$1,406		10005	Promotional Materials	Promotional	10005	Promotional	Promotional	Promotional	10005	\$1,406	
10006	Outdoor & Event Signage	Outdoor	10006	Outdoor	Outdoor	Outdoor	10006			10006	Outdoor & Event Signage	Outdoor	10006	Outdoor	Outdoor	Outdoor	10006		
10007	CCMGA Community Outreach	CCMGA	10007	CCMGA	CCMGA	CCMGA	10007			10007	CCMGA Community Outreach	CCMGA	10007	CCMGA	CCMGA	CCMGA	10007		
10008	Leveraging MCDC AMPLIFY Program Resources	Leveraging	10008	Leveraging	Leveraging	Leveraging	10008			10008	Leveraging MCDC AMPLIFY Program Resources	Leveraging	10008	Leveraging	Leveraging	Leveraging	10008		

Proposed Event Budget

Combined Spring 2027 Workshops

Proposed

Income

Edible Gardening Registration	\$2,500
Tomato Workshop Registration	\$2,500

Total Income	\$5,000
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Expenses

Square Fees	\$300
Simple Tix Fees	\$425
General Expenses	\$1,000

Total Expenses	\$1,725
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Net Income	\$3,275
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The Garden Show 2027

Proposed

Income

Sponsor & Booth Income	\$20,000
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Total Income	\$20,000
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Expenses

Bank Expense	\$1,000
EMT/First Aid	\$800
Security Inside	\$1,920
Carts (Storage/Transport/Repair)	\$2,400
MG Booth Supplies	\$2,400
Pipe & Drape	\$8,000
Signage & Printing	\$1,600
Office Supplies	\$300
Vol & Park Lunches	\$1,400

Total Expenses	\$19,820
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Net Income	\$180
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Combined Plant Sales

Proposed

Income

Fall Plant Sales	\$21,000
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Spring Plant Sales	\$50,000
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Total Income	\$71,000
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Expenses

Fall Plant Sale Cost of goods sold	\$12,000
Fall Plant Sale Square Fees	\$1,701
Spring Plant Sale Cost of goods sold	\$23,000
Spring Plant Sale Square Fees	\$1,300
General Expenses	

Storage (carts, Square readers, signs, etc.)	\$2,000
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Floral Certificate	\$75
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Software (Square)	\$1,120
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Other (office supplies, printing)	\$600
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Total Expenses	\$40,815
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Net Income	\$30,185
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Budget categories were consolidated by event type to align with how expenses are operationally managed and reported internally. Workshop expenses are often incurred simultaneously, while plant sale expenses share inventory purchases, software, and support costs. This format provides a clearer view of overall event sustainability.



Grant ROI: Attendance + Regional Reach

Attendance Impact
(People Engaged Through Events)

Marketing & Visibility Reach
(People Reached By Promotion)



	2025–2026 Grant (Actual)	2026–2027 Grant (Projected)
Grant Awarded	\$12,000	\$14,712
Grant Spent	\$11,949	\$14,712
Event Attendance	5,813	5,500–7,000
% Outside McKinney	80.8%	~70-80%
Cost per Attendee	~\$2.06	~\$2.10-2.67
Texas Cities Represented	50+	50-75+
Texas Counties Represented	12	10-12

	2025–2026 Grant (Actual)
Regional Print Reach	764,585
Social Media Reach (Paid / Organic)	400,691 (241k/ 159k)
Digital Impressions	1,312,029
Email & Website Engagement	121,050 (83k email/38k web)
In-Person Contacts	3,000+
Total Marketing Touchpoints	2.6 Million +
Marketing Investment per Touchpoint	< \$0.01



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

Any Questions?