

# CCMCA Recap Report

Fall/Spring Education Workshops | The Garden Show  
Fall & Spring Plant Sales | A Walk In The Park 2025



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Organization	Collin County Master Gardeners Association
MCDC Funding Amount	\$11,000
Funding Used	\$10,384 (final event was canceled this month)

## Executive Summary

Between October 2024 and May 2025, the Collin County Master Gardeners Association (CCMGA) organized a series of public-facing events aimed at advancing horticultural education, supporting sustainable practices, and engaging North Texans in community-driven gardening. The MCDC Promotional & Community Event Grant supported targeted advertising and outreach to expand event visibility across the region and amplify McKinney’s position as a leader in environmental education and outdoor quality-of-life experiences.

These included a mix of public plant sales, hands-on gardening workshops, and a two-day garden education expo and vendor event. All events were hosted at the city’s own Myers Park & Event Center, reinforcing its role as a destination for environmental education and community wellness.

A **total of 7,700 people** participated across seven public events, all of which were welcoming, affordable, and educational. These events collectively drew **73.3% (5,648) of participants from outside McKinney**, many of whom were first-time attendees.

Participant feedback, survey results, and impact statements are included throughout the report to highlight alignment with MCDC’s goals of tourism promotion, business development, and quality-of-life improvement.

A planned eighth event, A Walk in the Park (June 7, 2025), was rescheduled due to extreme spring rainfall and delayed plant development in the Myers Park demonstration gardens. To ensure a high-quality experience for attendees, the event was moved to September 27, 2025, which falls outside the grant period.

*“North Texas clay soils are incredibly difficult in the best of conditions. Extreme spring moisture is not a recipe for successful planting... We can offer a much more impressive show in the fall.”*  
— Brad Voss, County Extension Agent, Texas A&M AgriLife Extension Service

## Event Overview

	Date	Location	Event Type	Attendee Cost
Events				
Tree Workshop	Sept 7, 2024	The Landing @ Myers Park And Event Center (McKinney)	Paid Workshop (in-person & virtual)	\$20/in-person \$10/online
Propagation Workshop	Oct 4, 2024	Pole Barn @ Myers Park And Event Center (McKinney)	Paid Workshop (in-person)	\$10/in-person
Fall Plant Sale	Oct 26, 2024	Show Barn @ Myers Park And Event Center (McKinney)	Public Plant Sale	FREE
Edible 101 Workshop	Jan 18, 2025	The Landing @ Myers Park And Event Center (McKinney)	Paid Workshop (in-person & virtual)	\$15/in-person \$10/online
Tomato Workshop	Feb 22, 2025	The Landing @ Myers Park And Event Center (McKinney)	Paid Workshop (in-person & virtual)	\$15/in-person \$10/online
The Garden Show	March 15-16, 2025	Show Barn @ Myers Park And Event Center (McKinney)	Garden Education & Vendor Expo	FREE
Spring Plant Sale	April 26, 2025	Show Barn @ Myers Park And Event Center (McKinney)	Public Plant Sale	FREE
A Walk In The Park (CANCELED)	June 7, 2025	Gardens @ Myers Park And Event Center (McKinney)	Garden Tour & Education	FREE



High-Level Financial Performance by Event

	Gross Income	Gross Expense	Net Revenue	
Tree Workshop 2024	\$1,441.93	\$1,157.33	\$284.60	
Propagation Workshop 2024	\$510.00	\$572.50	-\$62.50	
Fall Plant Sale 2024	\$19,783.00	9,512.71	\$10,270.29	
Edible 101 Workshop 2025	\$1,180	\$409.54	\$770.46	
Tomato Workshop	\$1,635	\$420.20	\$1,214.80	
The Garden Show 2025	18932.00	14277.78	\$4,654.22	
Spring Plant Sale 2025	\$52,909.50	\$23,842.67	\$29,066.83	
A Walk In The Park June 2025	NA	\$108.55	-\$108.55	Event Canceled And Moved To Sept 2025
Total Revenue From Events			\$ 46,090.15	

As a volunteer-led 501(c)(3) nonprofit, the Collin County Master Gardeners Association designs its events to fulfill educational and community goals first, not to generate profit. The Spring and Fall Plant Sales are the organization’s primary annual fundraisers, with all proceeds reinvested into public programs, garden upkeep, and educational outreach. Other events—such as The Garden Show and hands-on workshops—are intentionally priced low or operated at a loss to ensure accessibility and community value.

Reach Of Advertising & Promotion:

CCMGA ran a multi-channel advertising campaign spanning social media, digital newsletters, print publications, and local radio.

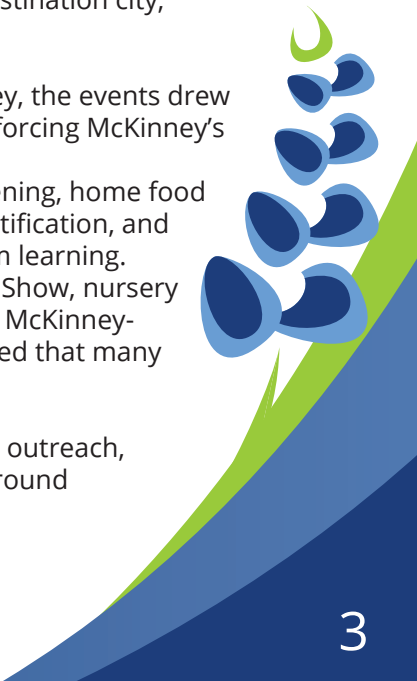
- Social media promotions **reached 123,251 unique users across Facebook and Instagram**, with an average engagement rate of 3.1% through unpaid, event-focused posts.
- Print advertisements were placed in **The Dallas Morning News, Frisco Style Magazine, Edible DFW, and Prosper/Celina Living, with total combined estimated circulation exceeding 290,000 households** during the promotional period.
- In-person outreach through booths, live events, and Master Gardener volunteer engagement reached more than 3,700 residents directly, supplementing online visibility with meaningful community presence.

Contribution to MCDC Goals & Community Impact

CCMGA events contributed directly to MCDC’s mission of promoting McKinney as a destination city, improving quality of life for residents, and supporting local economic development:

- Tourism & Destination:** With 73.3% of attendees coming from outside McKinney, the events drew regional traffic and positioned Myers Park as a hub for garden education, reinforcing McKinney’s reputation as a leader in environmental and lifestyle programming.
- Quality of Life:** Participants reported increased knowledge in sustainable gardening, home food production, and landscape success—skills that support well-being, home beautification, and neighborhood pride. Events were affordable, inclusive, and rooted in long-term learning.
- Business & Economic Development:** Through vendor exposure at The Garden Show, nursery and garden-related purchases tied to plant sales, and consistent promotion of McKinney-based events, CCMGA helped drive traffic to local businesses. Surveys confirmed that many attendees dined and shopped locally as part of their visit.

As a volunteer-led nonprofit, CCMGA continues to serve McKinney through education, outreach, and environmental stewardship, supporting both short-term event success and year-round community impact.



# Marketing and Promotion Overview

CCMGA's advertising efforts for the 2024–2025 event cycle focused on reaching a broad North Texas audience through a mix of digital, social, print, and in-person outreach. These promotions supported multiple events across a nine-month period and were designed to increase visibility, encourage regional attendance, and reinforce McKinney's presence as a destination for sustainable gardening education.

This section includes all paid marketing activities for the grant cycle. While the \$11,000 MCDC grant covered the majority of promotion, a portion of the expenses—such as branded promotional products and one programmatic ad—were paid by CCMGA, either because they exceeded scope or could not carry the required MCDC branding. In total, **\$10,384 in MCDC funds was used, with the remaining \$615 left unspent due to the cancellation of the final spring event (A Walk in the Park).** That promotion had been scheduled to run mid-May through early June, and there were no remaining events to reallocate the funds to once the cancellation occurred.

Our strategy this year prioritized targeted reach and flexibility. When ad space allowed, we promoted multiple events together—helping audiences plan ahead or catch a future opportunity if they missed one. We also evaluated geographic attendance trends from previous years and adjusted placements accordingly, adding back a garden-focused magazine and testing new digital formats through Plano Magazine and Frisco Style. This approach helped us fine-tune our outreach mix for both cost-effectiveness and audience engagement.

Detail		Reach	Event	Cost	Grant Used	Event Codes
MCDC Paid Print Ads						
Dallas Morning News	Fri Guide Qtr Page (3/7)	65,000 circulation daily	TGS/SPS	\$1,530	Yes	The Garden Show = TGS
Dallas Morning News	Fri Guide Qtr Page (3/14)	65,000 circulation daily	TGS/SPS	\$1,530	Yes	Spring Plant Sale = SPS
Edible DFW magazine	Qtr Page Ad (Winter Issue)	105,000 per quarter	Edible/Tom/TGS/SPS	\$700	Yes	Fall Plant Sale = FPS
Edible DFW magazine	Qtr Page Ad (Spring Issue)	105,000 per quarter	SPS/AWITP	\$700	Yes	Edible 101 Workshop = Edible
Frisco Style magazine	Half Page Ad (March Issue)	43,000 circulation	TGS/SPS	\$1,000	Yes	Tomato Workshop = Tom
Prosper/Celina Living	Qtr Page Ad (March Issue)	12,500 circulation	TGS/SPS	\$710	Yes	Tree Workshop = Tree
MCDC Paid Radio						
K-LAKE (97.5 FM)	30 sec spot (170 runs-2wks)	50,000+ weekly listeners	TGS	\$1,350	Yes	A Walk in The Park = AWITP
MCDC Paid Social Media						
Meta - FB/Instagram	ran 8/23-9/4	reach 46,819 / clicks 332	Tree	\$147.77	Yes	
Meta - FB/Instagram	ran 10/4-25	reach 44,773 / clicks 1,614	FPS	\$390	Yes	
Meta - FB/Instagram	ran 2/11-3/16	reach 266,135 / clicks 7,422	TGS	\$1,199.96	Yes	
Meta - FB/Instagram	ran 4/8-4/26	reach 9,458/ clicks 498	SPS	\$567.99	Yes	
MCDC Paid Digital Ads/Programmatic Ads						
Frisco Style Digital	Programmatic Ad Buy	100,000+ Impressions	TGS	\$410	No	
Plano Magazine	Website - Leaderboard	37,000 monthly views	TGS / SPS	\$529	No	
Plano Magazine	Newsletter Ad	20,000+ subscribers	SPS	\$219	Yes	
MCDC Paid Printed Material						
Postcard Handouts	4x6 PC (125 qty)	approx 1,000	Tree/Tom/FPS	\$89.31	Yes	
Promotional Products	3x3 Sticky Note / 4x6 Notepad	approx 600-800	TGS/SPS/AWITP	\$345.62	No	
Postcard Handouts & Flyers	4x6 PC (1000 qty) + 8.5x11 Flyers (50 qty)	approx 2,700-2,800	TGS/SPS + SPS/AWITP	\$250.01	Yes	
These would have been purchased with unspent funds if the last event hadn't been canceled.						
Plano Magazine	Newsletter Ad	20,000+ subscribers	AWITP	\$219		
Printed Materials	postcards and handouts	approx 1,000	AWITP	\$60		
Meta - FB/Instagram	was spent 5/10-5/14	reach 24,617 / clicks 669	AWITP	\$108.55		
	was to run 5/15-6/6	expecting over 100,000	AWITP	\$225		

See Appendix A for visual examples of advertising and materials funded by the MCDC grant.



# Community Reach & Engagement Overview

In addition to paid advertising, CCMGA's event promotion strategy relied heavily on community presence, volunteer advocacy, and organic digital reach. From the moment events were added to the calendar, our team went to work — not just posting, but showing up. Everywhere.

Between July 2024 and May 2025, we **published over 60 unpaid social media posts** across Facebook and Instagram, generating **123,251 total reach and 1,475 interactions** without a dollar behind them. These weren't just algorithm fillers — they drove clicks, sparked conversations, and helped connect thousands of North Texans with timely, relevant events.

But the real momentum came from in-person connection. Our volunteers hosted booths, gave talks, and shared printed materials at 14 live events (plus monthly CCMGA meetings), **reaching more than 3,700 people face to face** — often the very audiences who showed up again at our plant sales, workshops, or The Garden Show. These community events weren't just promotional — they were proof that gardeners talk, and word of mouth still matters.

## Non-Paid Social Media Efforts

Stats are for event only posts.

Facebook Event Page	Interest / Response
Tree Workshop	80
Propagation Workshop	217
Fall Plant Sale 2024	615
Edible 101 Workshop	175
Tomato Workshop	72
The Garden Show	831
Spring Plant Sale 2025	1,043
A Walk In The Park June 2025 (moved to Sept 25)	359

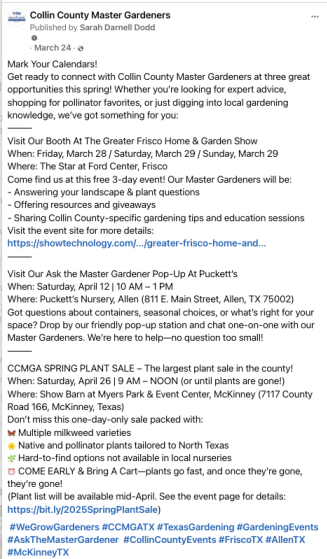
Facebook Non-Paid Posts	Avg. For Posts	Total For Posts
Reach	1,896	123,251
Impressions	1,312	85,251
Interactions	16	1,015
Clicks	6	407

Instagram Non-Paid Posts	Avg. For Posts	Total For Posts
Views	205	13,139
Reach	174	11,141
Interactions	7	460

## Website Traffic Impact

Data collected from July 15, 2024 to May 14, 2025.

Page	Views	Active Users	Avg Time On Page
ccmgatx.org	1,896	123,251	37s
/events	3,074	2,071	53s
/thegardenshow	16,002	10,015	9m 55s
/events/spring-plant-sale	7,719	5,464	19s
/events/fall-plant-sale	4,169	2,989	16s
/events/edible-gardening-101	671	562	22s
Total Website	107,774	48,446	50s



65  
Posts

64  
Posts



Non-Paid  
Facebook Post



Live Event Outreach & Community Promotion

	Dates (s)	Attendance
Plano Heritage Museum Open House	8/30/24	191
Puckett's Popup	9/14/24	23
Collin County Home & Garden Show	9/20-22/24	494
Allen Educator Expo	9/26/24	40
Puckett's Popup	10/12/24	75
Allen Arbor Day	10/12/24	72
East McKinney Learning Gardens Ribbon Cutting Ceremony	12/7/24	49
Collin County Home and Garden Show	2/21-23/25	671
McKinney Library Seed Swap	3/2/25	125
Greater Frisco Home and Garden Show	3/28-30/25	984
Puckett's Popup	4/12/25	181
City of Plano's Annual Family Event	5/3/25	147
Puckett's Popup	5/10/25	52
Homeowner's Guide to Landscaping Event	5/10/25	30
Homeschooling Days (Plano Heritage Farm)	5/14/25	201
CCMGA Monthly Meetings	3rd Thurs / monthly	100-150 each



↑ Ask The Master Gardener Booth At A City Event

↓ Monthly Ask The MG Popup Event



Email Communication & Subscriber Engagement

We also used our own channels to inform and energize both public subscribers and internal members. Our monthly public emails — the Garden Wise Gazette and Upcoming Events — consistently outperformed nonprofit industry benchmarks, with open rates between 58% and 61% and click rates up to 6.5%. That means not just awareness, but engagement.

Internally, our weekly member updates and President’s messages were opened at rates near or above 80%, confirming that our volunteers aren’t just supporters — they’re readers, sharers, and active participants in our success.

Whether in a neighborhood library, a city garden, or a well-timed inbox ping, every message we sent helped build a stronger connection between our work and the community we serve.

	Issues	Audience	Open Rate	Click Rate
Subscribed CCMGA Emails				
CCMGA Garden Wise Gazette (monthly)	11	5,404	58.1%	6.56%
Upcoming Events (monthly)	9	3,477	61.09%	3.93%
Non-Profit Averages For Comparison			(38.1%)	(4.8%)
CCMGA Member Only Emails				
Weekly Updates	45	365	79.5%	15.98%
President’s Message (monthly)	5	372	81.4%	2.96%

To extend visibility beyond paid media, CCMGA leveraged a variety of local networks and tools:

- Events were submitted to regional and city event calendars across North Texas.
- A digital promo kit with flyers and graphics was shared with members, vendors, and partner groups.
- Local garden clubs, HOAs, and community groups helped share event info through newsletters and social media.
- Signs were placed at key McKinney locations during event weeks to boost awareness.

These low-cost efforts helped reinforce awareness and brought in attendees who might not have seen a digital ad. The effectiveness was recorded in attendee surveys.



## Attendance & Audience Impact

Between September 2024 and April 2025, CCMGA hosted seven public events funded in part by the MCDC Promotional & Community Event Grant. These included hands-on workshops, two seasonal plant sales, and the regionally renowned Garden Show. **The combined attendance across all events was 7,701 people, with 73.3% (5,648 attendees) coming from outside McKinney**—reinforcing the city’s appeal as a regional destination for horticultural education and sustainable living.

Each event contributed uniquely to MCDC’s goals by drawing regional visitors, offering accessible and meaningful educational experiences, and supporting local business development.

### Attendee Stats

	Tree Care Workshop	Propagation Workshop	Edible 101 Workshop	Tomato Workshop	Fall Plant Sale	Spring Plant Sale	The Garden Show
Date Held	9/7/24	10/4/24	1/18/25	2/22/25	10/26/24	4/26	3/15 & 3/16
Attendance Goals	100/400	50	100/400	100/400	400	1000	7,500
Cost: In-Person	\$20	\$10	\$15	\$15	Free	Free	Free
Cost: Zoom	\$10	NA	\$10	\$10	NA	NA	NA
Total Attendance	92	50	137	129	423	1070	5,800
Attendance Actual – in-person	56	50	95	79	423	1070	5,800
Attendance Actual – online	36	NA	42	50	NA	NA	NA
McKinney Attendee	14	9	38	29	105	217	1,547
Non-McKinney Attendee	78	41	99	101	318	853	4,253
1st time attendees	Not Asked	No survey administered for this event	107	40	121	570	Not Asked
Economic Activity	19		33	29	Shopping Event	Shopping Event	Shopping Event
Will Use Education/Info	82		106	96	Not Asked	Not Asked	Not Asked

These events provided measurable outcomes across all MCDC focus areas:

- Tourism & Regional Draw:** 73.3% of attendees were from outside McKinney
- Quality of Life:** 800+ first-time participants gained access to sustainable gardening education
- Economic Development:** Local vendors, nonprofits, and city departments reached thousands of potential customers directly but additional economic impacts are likely to local garden businesses.

### Educational Workshops (Tree, Propagation, Edible Gardening, Tomato)

Over four events held between September 2024 and February 2025, CCMGA offered ticketed workshops that provided in-depth education on North Texas gardening topics. Events were priced affordably (\$10–\$20) and offered both in-person and Zoom access where possible. **Attendance across the four workshops totaled 408 people, with 128 participating via Zoom—many of whom were McKinney residents taking advantage of a flexible, local learning option.**

Key Workshop Outcomes To MCDC Goals:

- 66% of Tomato Workshop participants were first-time attendees, demonstrating direct ROI from grant-supported outreach.
- Post-event surveys showed that 85–90% planned to apply what they learned in their own gardens—supporting MCDC’s goal of improving quality of life.
- Zoom participation offered added benefit for McKinney residents who couldn’t attend in person, reinforcing McKinney’s commitment to inclusive education formats.
- Survey responses confirmed interest in returning for future workshops, with positive ratings on value, instruction, and topic relevance.

*“This was my first gardening class, and I already started prepping the garden beds.”*

The workshops provided measurable educational impact while drawing participants from across Collin County and beyond, many of whom were new to CCMGA events.



## Spring & Fall Plant Sales

Held at Myers Park in October 2024 and April 2025, the Fall and Spring Plant Sales drew a combined 1,493 attendees. The sales were tax-free public events featuring native and adapted plants, Master Gardener advice booths, and educational displays. While the sales are CCMGA's primary fundraising events, they also contribute significantly to local spending and environmental education.

Key Plant Sale Outcomes To MCDC Goals:

- **Nearly 95% of attendees made purchases on-site**, supporting McKinney's status as a green shopping destination while encouraging the use of native and adapted plants. While these events serve as CCMGA's main fundraisers, they also support McKinney's economy through increased regional spending on plants, garden materials, and related home improvement goods.
- Educational materials and live consultations helped homeowners select native plants, improving long-term water efficiency and pollinator support.
- A large portion of attendees were from outside McKinney, bringing in regional visitors who also shopped and dined locally.
- McKinney residents improved their own landscapes through these events, directly contributing to sustainability goals and neighborhood beautification.

*"This was the first time I bought native plants—I didn't realize how many options there were!"*

## The Garden Show

**The Garden Show accounted for more than 80% of total grant-funded outreach efforts and remains the largest public event CCMGA hosts annually.** This free event filled a key gap in the typical "Home & Garden Show" format by emphasizing the "garden" through a blend of hands-on education, community involvement, and regional vendor engagement. With **5,800 attendees over two days**, The Garden Show accounted for more than 75% of total event attendance and the majority of grant-funded marketing exposure.

### Education-Focused Experience

Over a dozen themed booths, staffed by trained Master Gardeners, showcased practical learning—from pollinator planting and vegetable garden planning to soil texture demos and Earth-Kind® landscaping principles. These booths were not passive displays—they featured hands-on demonstrations, live Q&A, and digital takeaways through QR codes, ensuring visitors could apply what they learned at home. The event also featured:

- Youth programming including a scavenger hunt and interactive science booths
- Pop-up demonstrations throughout the day, from seed starting to container design
- QR-linked resources that extended learning beyond the event

*"We came for the vendors, but stayed for the plant demos. I didn't know about Earth-Kind practices until today. I can't wait to use what I learned."*

### Vendor & Community Engagement

The Garden Show included **over 60 vendors, with 11 based in McKinney**. In addition to vendor participation, the show featured six nonprofit partners and four city-affiliated organizations, creating visibility for both civic services and new community initiatives. The **2025 charity partner, East McKinney Learning Garden**.

The event helped amplify the mission of the East McKinney Learning Garden, which received in-kind support from CCMGA throughout the year in planning, education content, and site development. Their booth gained exposure to thousands of gardening-minded attendees as they prepare to open their grounds to the public.

This event alone demonstrates direct support for business and nonprofit visibility, economic activity, and sustained community education—all aligned with MCDC's mission.

*See Appendix B for full financials and Appendix D for demographic data.*





# Audience Reach By City & County

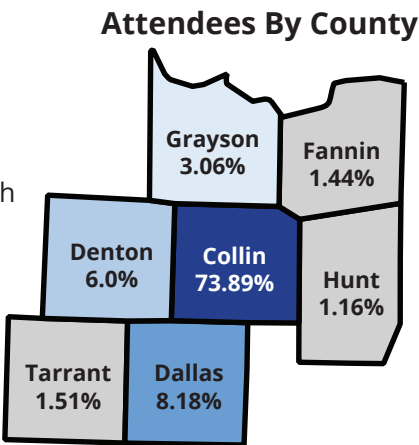
Attendance from 7,701 participants spanned 95+ cities and multiple counties, with more than 73% from outside McKinney & nearly 26% from outside Collin County.

Top City Overall: McKinney (26.6%)

% Outside McKinney: 73.3%

% Outside Collin County: 26.1%

Attendees from 100+ Cities across 12 Counties



	Workshop #	Workshop %	The Garden Show #	The Garden Show %	Plant Sale #	Plant Sale %	Total #	Total %
McKinney Attendees	90	22.06%	1,547	26.67%	416	27.86%	2,053	26.66%
Non-McKinney Attendees	318	77.94%	4,253	73.33%	1,077	72.14%	5,648	73.34%
Collin County Attendee	290	71.08%	4,185	72.16%	1,215	81.38%	5,690	73.89%
Non-Collin County Attendee	118	28.92%	1,615	27.84%	278	18.62%	2,011	26.11%

Top 5 Cities Attending All Events	Percent Attended
McKinney	26.66%
Plano	26.66%
Allen	6.39%
Frisco	5.64%
Celina	5.03%

Top 5 Cities Attending Workshops	Percent Attended
McKinney	22.06%
Plano	16.67%
Allen	7.84%
Dallas	4.41%
Frisco	3.92%

Top 5 Cities Attending Plant Sales	Percent Attended
McKinney	27.86%
Plano	20.90%
Celina	9.71%
Frisco	6.97%
Garland	4.89%

Top 5 Cities Attending The Garden Show	Percent Attended
McKinney	26.67%
Plano	9.50%
Allen	6.91%
Frisco	5.45%
Prosper	4.91%

## Tie to the MCDC mission:

CCMGA events this year clearly supported the goals of the MCDC Promotional & Community Event Grant by drawing thousands of residents and visitors into McKinney for educational and community-centered experiences.

**Quality of Life for McKinney Residents:** Over 26% of all attendees across seven events were McKinney residents, reflecting strong local engagement. Events like The Garden Show and the educational workshops offered residents accessible opportunities to learn, connect, and improve their home landscapes. These experiences contribute to McKinney's identity as a place where education, sustainability, and community enrichment are valued and visible.

**Tourism and Regional Draw:** More than 2,000 attendees came from outside Collin County

— nearly 26% of total attendance. Their visits represent more than just foot traffic. Whether attending a workshop, browsing native plants at the sales, or spending the weekend at The Garden Show, these visitors contributed to local awareness and economic activity. Events held at Myers Park helped showcase McKinney as a destination for gardening, sustainability, and home improvement learning.

**Business Development and Future Growth:** The scale and consistency of attendance — paired with visible vendor support, city partner involvement, and nonprofit participation — position events like The Garden Show to continue growing in impact. Each event serves as a platform for local entrepreneurs, public services, and new partnerships. MCDC's support allowed for expanded promotion that reached across city and county lines, building awareness not just for individual events but for McKinney's broader cultural and educational offerings.

See Appendix D for detailed demographic breakout by platform.



## Goals & Outcomes

This grant cycle marked a meaningful shift in how we plan, promote, and measure our events. Expanding MCDC-funded support beyond The Garden Show allowed CCMGA to strengthen all major public programs—educational workshops, plant sales, and A Walk In The Park—while centralizing marketing under our Communications team for greater efficiency and coordination.

### Goal: Increase Reach

We successfully **reached new audiences across Collin County** and beyond. First-time attendees accounted for over 800 participants, and more than 26% of all event attendees came from outside the county. Metrics from Facebook, Instagram, and website traffic showed **organic reach exceeded 123,000 users across 95+ cities**. We also saw peripheral impact through increased use of educational materials, Help Desk activity, and volunteer interest.

### Goal: Enhance Experience

Survey results from workshops showed **84–95% of respondents planned to apply what they learned**, and The Garden Show and plant sales received **strong satisfaction feedback from attendees and vendors** alike. This year, we introduced new pre-event survey questions into workshop registration, helping speakers tailor content to attendees' goals and skill levels. This also led to improvements in event layout, such as roundtable topics and expert placement. While we tested enhanced Zoom options for hybrid access, we learned that virtual capacity should remain limited and focused on Collin County residents—our primary audience.

### Workshop-Specific Goals

Workshops maintained high satisfaction ratings and were praised for quality and value. Attendees showed strong interest in follow-up events, and we saw increased cross-event attendance, particularly among Edible and Tomato workshop participants.

### Plant Sale-Specific Goals

Spring and Fall sales combined brought in **over 1,400 attendees**, with the vast majority making purchases. The Spring Sale recorded 654 transactions, reflecting strong buyer engagement throughout the morning. Social media and newsletter posts in the six weeks prior focused on specific plants and their value—shifting the public's perception from "discount shopping" to "quality investment." Despite shortened hours, the sales still sold out, with many customers noting the ease of selection and help from MGs.

### Garden Show-Specific Goals

While overall attendance was just shy of our stretch goal, vendor and sponsor satisfaction remained high. The show coincided with ISD spring breaks and St. Patrick's Day, which likely affected attendance. Still, 40 vendors—including sponsors—have already rebooked for next year. This year's marketing kits helped vendors promote themselves locally and even led to mentions on local TV.

### A Walk in the Park

Weather again impacted this event, just as it had the previous year. Promotion was underway, but we postponed in mid-May to preserve the garden experience. Encouragingly, the prior rescheduled event in Fall 2024 saw no drop in attendance despite minimal marketing—demonstrating strong organic interest in Myers Park. We will include this event in future grant cycles to spotlight an often-overlooked part of McKinney and expand our presence in a rapidly growing area of the city.

## Conclusion

This year's MCDC funding helped us grow from a single-feature campaign to a full-season communications strategy across multiple events. **We refined our media choices, improved attendee experience, and gathered better data than ever before.** By supporting education, sustainability, and economic activity, this partnership amplified our mission and deepened our impact in McKinney and beyond.

We are grateful for MCDC's support and see continued opportunity for collaboration as we expand our outreach and grow with our community.



## Appendix A: Ad Examples-MCDC Purchased Print Advertising Ads & Radio Spot

**THE GARDEN SHOW**  
Sat, March 15 10am-5pm  
Sun, March 16 11am-4pm  
[ccmgatx.org/TheGardenShow](http://ccmgatx.org/TheGardenShow)

- 100+ Garden-Related Booths
- Demos & Presentations
- 2 Days Of Education
- Children's Activities
- Admission proceeds benefit East McKinney Learning Garden (\*\$ suggested donation)

SCAN FOR INFO & VENDORS

**And Don't Miss The CCMGA Spring Plant Sale**  
Sat, April 26 • 9am to noon • Largest Plant Sale In Collin County

Both events held at Myers Park & Event Center: 7117 Co Rd 166, McKinney, TX 75071

A promotional grant has been provided by: **MCDC** MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

f ccmgatx.org • #ccmgatx

Persons with disabilities needing accommodations for effective participation in the meeting should contact Collin County AgriLife Extension office at least a week in advance of the meeting or event to request mobility, visual, hearing or other assistance. Texas A&M AgriLife Extension is an equal opportunity employer and program provider. The Texas A&M University System, U.S. Department of Agriculture, and the County Commissioners Courts of Texas Cooperating. **PROMO: TGSDDMN**

**CCMGA EVENTS**

<b>JAN 18</b> Edible Gardening 101 Herbs, Veggies & More!	<b>MARCH 15 &amp; 16</b> The Garden Show Free 2 Day Event • 70+ Garden-Related Vendors Demonstration & Education Area • Speaker Sessions
<b>FEB 22</b> Tomato Workshop All Things Tomato!	<b>APRIL 26</b> CCMGA Spring Plant Sale Largest Plant Sale In Collin County • No-Sales Tax! Annuals & Perennials • Natives • Shrubs & More

Location: Myers Park & Event Center (7117 Co Rd 166, McKinney, TX 75071)

Learn more about our events at [bit.ly/2025events](https://bit.ly/2025events)

Registration & Ticket Purchase Required

Thank you to our community partner: **MCDC** MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

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*For true garden lovers—this show is just for you!*

*Get ready for two days of gardening inspiration and fun! The Garden Show by the Collin County Master Gardeners is back March 15 and 16 at Myers Park & Event Center in McKinney.*

*Enjoy education sessions, live demonstrations, and garden-related businesses offering plants, gifts, and more.*

*This event is partially funded by a grant from the McKinney Community Development Corporation.*

Visit [CCMGATX.org/TheGardenShow](http://CCMGATX.org/TheGardenShow) for details.

**THE GARDEN SHOW**  
Sat, March 15 10am-5pm  
Sun, March 16 11am-4pm  
[ccmgatx.org/TheGardenShow](http://ccmgatx.org/TheGardenShow)

- 100+ Garden-Related Booths
- 2 Days Of Education
- Demos & Presentations
- Children's Activities
- Admission proceeds benefit East McKinney Learning Garden (\*\$ suggested donation)

SCAN FOR INFO & VENDORS

**And Don't Forget The CCMGA Spring Plant Sale**  
Sat, April 26 • 9am to noon  
The most anticipated sale of the season!  
Arrive early & bring a cart!

A promotional grant has been provided by: **MCDC** MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

f ccmgatx.org • #ccmgatx

Both events held at Myers Park & Event Center  
7117 Co Rd 166, McKinney, Texas 75071

Persons with disabilities needing accommodations for effective participation in the meeting should contact Collin County AgriLife Extension office at least a week in advance of the meeting or event to request mobility, visual, hearing or other assistance. Texas A&M AgriLife Extension is an equal opportunity employer and program provider. The Texas A&M University System, U.S. Department of Agriculture, and the County Commissioners Courts of Texas Cooperating. **PROMO: TGSFRSC**

**THE GARDEN SHOW**  
Sat, March 15 10am-5pm  
Sun, March 16 11am-4pm  
[ccmgatx.org/TheGardenShow](http://ccmgatx.org/TheGardenShow)

- 100+ Garden-Related Booths
- 2 Days Of Education
- Demos & Presentations
- Children's Activities
- Admission proceeds benefit East McKinney Learning Garden (\*\$ suggested donation)

SCAN FOR INFO & VENDORS

**And Don't Forget The CCMGA Spring Plant Sale**  
Sat, April 26 • 9am to noon  
The most anticipated sale of the season!  
Arrive early & bring a cart!

A promotional grant has been provided by: **MCDC** MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

f ccmgatx.org • #ccmgatx

Both events held at Myers Park & Event Center  
7117 Co Rd 166, McKinney, Texas 75071

Persons with disabilities needing accommodations for effective participation in the meeting should contact Collin County AgriLife Extension office at least a week in advance of the meeting or event to request mobility, visual, hearing or other assistance. Texas A&M AgriLife Extension is an equal opportunity employer and program provider. The Texas A&M University System, U.S. Department of Agriculture, and the County Commissioners Courts of Texas Cooperating. **PROMO: TGSFLV**

← Dallas Morning News Ad

→ Frisco Style Magazine Ad

→ Prosper/Celina Living Magazine Ad

Edible DFW Magazine Quarterly Ads  
← Winter Issue  
→ Spring Issue

**Discover, Explore & Grow:  
From Plant Sales To Garden Trails!**

**APRIL 26 Spring Plant Sale**  
Largest Plant Sale in Collin County!  
Annuals, perennials, natives, shrubs and many plants not found in stores.

**JUNE 7 A Walk In The Park**  
Take a free self-guided tour of the research & demo gardens at Myers Park! Master Gardeners on-hand for questions.

Learn more at [bit.ly/2025events](https://bit.ly/2025events)

Events run from 9 am to noon. The Plant Sale may end early if sold out, arrive early!  
Both events held at Myers Park & Event Center (7117 Co Rd 166, McKinney)  
Please note: Dogs are not permitted at either event, except for service animals.

A special thank you to our community partner: **MCDC** MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

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← Radio Spot Script (KLAK)





## Appendix A continued: Ad Examples-MCDC Purchased Printed Materials & Handouts

**TEXAS A&M AGRILIFE EXTENSION** | **TEXAS MASTER GARDENER**  
TEXAS A&M AGRILIFE EXTENSION  
Collin County

### Upcoming Events

**A Walk In The Park**  
September 21, 9am to noon  
Rescheduled from June, come see the gardens of Myers Park during the fall. Tour all the research and demonstration gardens managed by CCMGA. **Free Family-Friendly Event!**

**CCMGA's Fall Plant Sale**  
October 26 9am to 1:30pm (or sold out)  
The Show Barn @ Myers Park  
(7117 Co. Rd 166, McKinney, TX 75071)  
Inventory specially picked for our area.  
**Master Gardeners On Hand For Questions**  
**Free Parking • No sales tax!**

Persons with disabilities needing accommodations for effective participation in the meeting should contact Collin County AgLife Extension office at least a week in advance of the meeting or event to request mobility, visual, hearing or other assistance. Texas A&M AgLife Extension is an equal opportunity employer and program provider. The Texas A&M University System, U.S. Department of Agriculture, and the County Commissioners Courts of Texas Cooperating.

[ccmgatx.org](https://ccmgatx.org)  
#WeGrowGardens

**TEXAS A&M AGRILIFE EXTENSION** | **TEXAS MASTER GARDENER**  
TEXAS A&M AGRILIFE EXTENSION  
Collin County

Check out these events being planned for 2025:  
[ccmgatx.org/events](https://ccmgatx.org/events)

**The Garden Show - March 15-16, 2025**  
Local Garden-Related Vendors, CCMGA Education Sessions & More

**Spring Plant Sale - April 26, 2025**  
The largest plant sale in Collin County!

**A Walk In The Park - June 7, 2025**

And Stay Tuned For More Info Coming Soon For The 2025 CCMGA Workshops!  
Edibles/Spring Gardening Workshop - January 2025  
Tomato Workshop - February 2025  
Fall Gardening & Propagation Workshops - late Summer/early Fall of 2025

A special thank you to our media partner:

**MCDC**  
MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

[ccmgatx.org](https://ccmgatx.org)  
#WeGrowGardens

**TEXAS A&M AGRILIFE EXTENSION** | **TEXAS MASTER GARDENER**  
TEXAS A&M AGRILIFE EXTENSION  
Collin County

### Don't Miss Our Next Events

**The Garden Show**  
March 15 10am to 5pm March 16 11am to 4pm  
100+ garden-related booths, expert talks, hands-on presentations, demonstrations and everything you need to inspire, learn, and create your perfect garden! **Shop • Learn • Discover • Grow**

**CCMGA's Spring Plant Sale**  
April 26 9am to noon (or sold out)  
Find plants chosen to thrive in North Texas! Shop a variety of native and adapted plants perfect for your garden.  
**Master Gardeners On Hand For Questions • No sales tax!**  
Both events located at The Show Barn @ Myers Park (7117 Co. Rd 166, McKinney, TX 75071)

A promotional grant has been provided by:

**MCDC**  
MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

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[ccmgatx.org](https://ccmgatx.org)

**THE GARDEN SHOW**  
Sat, March 15 10am-5pm  
Sun, March 16 11am-4pm  
Myers Park & Event Center • McKinney

- 100+ Garden-Related Booths
- 2 Days Of Education Sessions
- Demos & Presentations
- Children's Activities
- Admission proceeds benefit East McKinney Learning Garden (\*% suggested donation)

THANK YOU TO OUR SPONSORS  
Texas Pure Products • Daystar Landscapes  
Green Acres Nursery & Supply • Huge Greenhouse  
Lavender Ridge Farms • Puckett's • Rooted In  
2025 Charity Partner: East McKinney Learning Garden

Visit [www.ccmgatx.org/TheGardenShow](https://www.ccmgatx.org/TheGardenShow) For More Details

**And Don't Miss CCMGA's Spring Plant Sale**  
Saturday, April 26 • 9am to noon  
For those who know, you know. Arrive early & bring a cart!  
Visit [ccmgatx.org](https://ccmgatx.org) in April for more details and the plant list.

**TEXAS A&M AGRILIFE EXTENSION** | **TEXAS MASTER GARDENER**  
TEXAS A&M AGRILIFE EXTENSION  
Collin County

A promotional grant has been provided by:

**MCDC**  
MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

Both events held at Myers Park & Event Center  
7117 Co Rd 166, McKinney, Texas 75071

Persons with disabilities needing accommodations for effective participation in the meeting should contact Collin County AgLife Extension office at least a week in advance of the meeting or event to request mobility, visual, hearing or other assistance. Texas A&M AgLife Extension is an equal opportunity employer and program provider. The Texas A&M University System, U.S. Department of Agriculture, and the County Commissioners Courts of Texas Cooperating. #MCDCGRANT 755025

[ccmgatx.org](https://ccmgatx.org) • #ccmgatx

← Fall 2024  
Postcard  
Handout

→ Spring 2025  
Version 1  
Postcard  
Handout

→ Spring 2025  
Version 2  
Postcard  
Handout

Flyers (LTR)  
← The Garden  
Show & Spring  
Plant Sale

↓ Spring Plant  
Sale & A Walk  
In The Park

**TEXAS A&M AGRILIFE EXTENSION** | **TEXAS MASTER GARDENER**  
TEXAS A&M AGRILIFE EXTENSION  
Collin County

### Don't Miss Our Next Events

**CCMGA's Spring Plant Sale**  
April 26 9am to noon (or sold out)  
Find plants chosen to thrive in North Texas! Shop a variety of native and adapted plants perfect for your garden.  
**Master Gardeners On Hand For Questions • No sales tax!**

**A Walk In The Park** **FREE**  
June 7, 9am to noon  
Explore the research and demo gardens at Myers Park! Self-guided tour with Master Gardeners on-site for demos, advice & questions. **Free Family-Friendly Event!**  
Both events located at Myers Park & Event Center (7117 Co. Rd 166, McKinney, TX 75071)

A promotional grant has been provided by:

**MCDC**  
MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

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[ccmgatx.org](https://ccmgatx.org)

**CCMGA EVENTS**

## WHAT'S COMING UP

**APRIL 26**  
**CCMGA Spring Plant Sale**  
Largest Plant Sale In Collin County • No-Sales Tax!  
Annuals & Perennials • Natives • Shrubs & More

**JUNE 7**  
**A Walk In The Park**  
Take a self-guided tour of our research & demo gardens!  
Master Gardeners on-hand for demos & answer questions.

Location of both events: Myers Park & Event Center (7117 Co Rd 166, McKinney, TX 75071)

Learn more about our other events at [bit.ly/2025events](https://bit.ly/2025events)

**TEXAS A&M AGRILIFE EXTENSION** | **TEXAS MASTER GARDENER**  
TEXAS A&M AGRILIFE EXTENSION  
Collin County

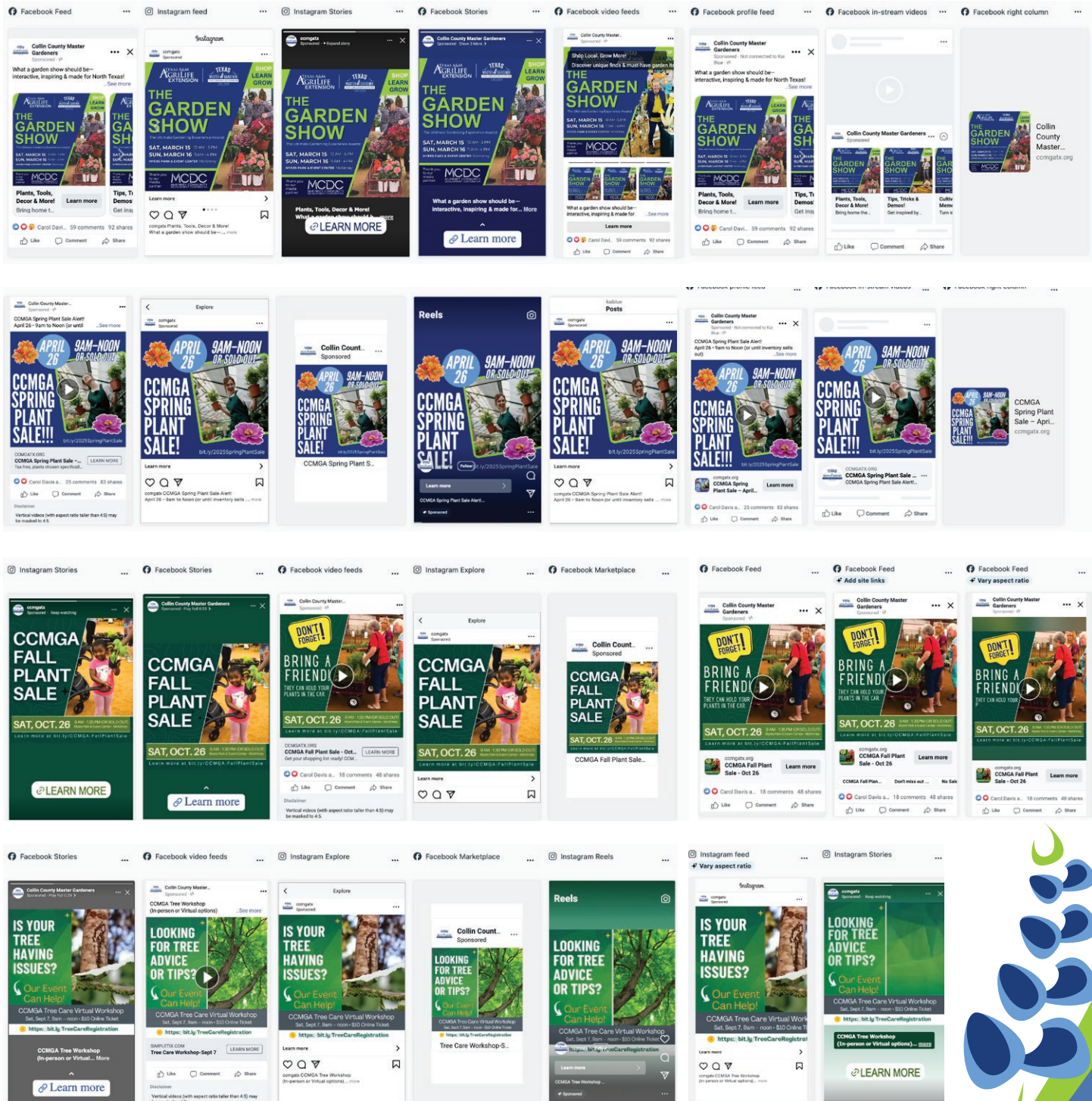
Thank you to our community partner:

**MCDC**  
MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

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## Appendix A continued: Ad Examples-MCDC Purchased Social Media & Digital Ads



**COLLIN COUNTY MASTER GARDENERS INVITES YOU TO OUR**  
**SPRING PLANT SALE!!!**  
**SATURDAY, APRIL 26 • OPENS AT 9AM**  
**MYERS PARK & EVENT CENTER • MCKINNEY**  
**TAX-FREE • NO ENTRY FEE • FREE PARKING**  
**CARDS & CHECKS ONLY – NO CASH**  
**CLICK TO LEARN MORE EVENT DETAILS**

THANK YOU  
TO OUR  
MEDIA PARTNER  
**MCDC**  
MCKINNEY COMMUNITY  
DEVELOPMENT CORPORATION

↑ A Few of the resized  
social media ads for Tree  
Workshop, both plant sales  
and The Garden Show

← Plano Magazine  
E-Newsletter Banner Ad



Appendix A continued:  
Additional Promotions Used (Non-Grant Funded)

Programmatic  
Ads →  
(like Google  
Ads)



**THE GARDEN SHOW**  
TEXAS A&M AGRILIFE EXTENSION  
MASTER GARDENER  
Sat, March 15 & Sun, March 16  
Myers Park & Event Center • McKinney



**THE GARDEN SHOW**  
TEXAS A&M AGRILIFE EXTENSION  
MASTER GARDENER  
March 15 & March 16 • McKinney



**THE GARDEN SHOW**  
TEXAS A&M AGRILIFE EXTENSION  
MASTER GARDENER  
March 15 & March 16 • McKinney



**THE GARDEN SHOW**  
TEXAS A&M AGRILIFE EXTENSION  
MASTER GARDENER  
March 15 & March 16 • McKinney



**THE GARDEN SHOW**  
TEXAS A&M AGRILIFE EXTENSION  
MASTER GARDENER  
March 15 & March 16 • McKinney



**THE GARDEN SHOW**  
TEXAS A&M AGRILIFE EXTENSION  
MASTER GARDENER  
March 15 & March 16 • McKinney



**THE GARDEN SHOW**  
TEXAS A&M AGRILIFE EXTENSION  
MASTER GARDENER  
March 15 & March 16 • McKinney

**THE GARDEN SHOW**  
Sat, March 15  
Sun, March 16  
McKinney, TX



TEXAS A&M AGRILIFE EXTENSION  
MASTER GARDENER  
Collin County

**Collin County Master Gardeners**  
Published by Sarah Darnell Dodd  
April 8 • 4

Native plants aren't just tough—they're smart. They thrive in our unpredictable North Texas weather and bring life to your landscape by supporting bees, butterflies, and birds. They naturally conserve water, require less fuss, and build long-term soil health. Plus, they create a habitat that helps restore the balance in our local ecosystem.

Some of our favorites are:

- Coneflower (Echinacea) – Beautiful blooms that attract bees and butterflies all summer long
- Gregg's Mistflower – A magnet for monarchs and queen butterflies in fall
- Turk's Cap – Shade-tolerant and hummingbird-approved
- Winecup – Ground-hugging native with bright magenta blooms
- Blackfoot Daisy – Compact and fragrant, thrives in hot, dry spots
- Milkweed varieties – Essential host plant for monarch caterpillars

CCMGA Spring Plant Sale  
<https://bit.ly/2025SpringPlantSale>  
April 26 | 9AM-Noon (or until inventory is sold out)  
Open to the Public - No Sales Tax - No Entry Fee - Rain or Shine  
Myers Park & Event Center (7117 Co Rd 166, McKinney, TX 75071)  
Full plant list coming soon!

Please Note:  
This is a cashless event. We accept debit, credit, and checks.  
Inventory varies by category and is first come, first served.  
No pets are allowed (service animals welcome).

#CCMGATX #WeGrowGardeners #TexasGardening #PlantSale  
#SpringPlantSale #VisitMcKinney #TexasNativePlants #GardenGoals

**SOME OF OUR FAVORITE TEXAS NATIVES**



Blackfoot Daisy



Milkweed



Winecup



Coneflower



Gregg's Mistflower



Turk's Cap

**LOOKING FOR HARDY TX NATIVE FLOWERS?**  
**CCMGA SPRING PLANT SALE**  
MYERS PARK & EVENT CENTER, MCKINNEY  
[bit.ly/2025SpringPlantSale](https://bit.ly/2025SpringPlantSale)  
APRIL 26 9AM-NOON

[See insights and ads](#) [Boost post](#)

**Collin County Master Gardeners**  
Published by Sarah Darnell Dodd  
September 18, 2024 • 4

Your Fall Garden Starts Here!

The CCMGA Fall Plant Sale is right around the corner on Saturday, October 26 at Myers Park & Event Center! This is your chance to grab plants selected specifically for North Texas gardens – from perennials to shrubs, grasses, and more. Expert gardeners will be on hand to help you make the best picks for your landscape!

- Free parking
- Cash, check, or credit cards accepted
- No sales tax!

Save the date, tell a friend, and prepare to fill your garden with Texas-tough plants! Visit our event website for more details, and stay tuned for the plant list coming in October.


Saturday, October 26  
9 AM to 1:30 PM (or until SOLD OUT)  
The Show Barn, Myers Park & Event Center  
(7117 County Road 166, McKinney, Texas)  
<https://bit.ly/CCMGA-FallPlantSale>  
#FallPlantSale #NorthTexasGardening #CCMGATX #TexasGardening #PlantLovers #MyersPark #VisitMcKinney #Perennials #NativePlants #FallInTexas #GardenLife #WeGrowGardeners

**Your Fall Garden Starts Here**  
The CCMGA Fall Plant Sale – plants selected just for this area, no sales tax, and expert advice for your North Texas garden.  
OCTOBER 26  
9 AM - 1:30 PM (OR SOLD OUT)  
Myers Park & Event Center • McKinney  
TEXAS A&M AGRILIFE EXTENSION  
MASTER GARDENER  
Learn more at [bit.ly/CCMGA-FallPlantSale](https://bit.ly/CCMGA-FallPlantSale)

[See insights and ads](#) [Boost post](#)

**SHOP LEARN GROW**  
**THE GARDEN SHOW**  
Sat, March 15, 10a-5p  
Sun, March 16, 11a-4p  
TEXAS A&M AGRILIFE EXTENSION  
MASTER GARDENER  
Myers Park & Event Center • McKinney, TX





**Upcoming Events**  
The Garden Show – March 15 & 16  
Spring Plant Sale – April 26  
A Walk In The Park – June 7  
[Visit ccmga.org/events](https://www.ccmga.org/events) for more information.





**CCMGA Events**  
Spring Plant Sale – April 26  
A Walk In The Park – June 7  
[Visit ccmga.org/events](https://www.ccmga.org/events) for more information.



↔ Promotional Product Giveaways  
(sticky notes and note pad)

**Collin County Master Gardeners**  
Published by Sarah Darnell Dodd  
January 29 • 4

Cherokee Purple, Early Girl, Celebrity, Sun Gold, 4th of July, Ruby Crush and Tycoon—the roster of remarkable tomato varieties is seemingly endless.

The tomato is one of the most popular, and for some, challenging fruits to grow. The allure of growing tomatoes lies in the journey: the patience it requires, the excitement of perfect fruit, and the pure delight that comes from savoring your own harvest, juice dripping freely with each joyful taste.

If you LOVE tomatoes, this workshop is for you!

- Insider knowledge for cultivating robust tomatoes
- Proven strategies to enrich your tomato journey from vine to table
- A curated selection of top-performing and beloved tomato varieties for our climate

Saturday, Feb 22 • 9am to noon  
In-Person location: The Landing @Myers Park & Event Center  
Tickets: In-Person \$15/ Online \$10  
Ticket website: <https://bit.ly/CCMGATomato>

Why choose in-person? Attendees will receive exclusive takeaways, enter to win door prizes, gain direct access to CCMGA Master Gardeners for specific gardening advice, and explore interactive stations on topics from greenhouse techniques to container gardening.

#TomatoWorkshop #VisitMcKinney #HomeGrownTomatoes #GardenersGathering #CCMGATX #WeGrowGardeners



CCMGA  
TICKETS ON SALE!  
TOMATO WORKSHOP  
SAT, FEB 22 • 9AM TO NOON  
MCKINNEY, TX

[See insights and ads](#) [Boost post](#)

**Collin County Master Gardeners**  
Published by Sarah Darnell Dodd  
January 15 • 4

Only 3 days until our Edible Gardening 101 Workshop!

Join us this Saturday, Jan 16 to explore:

- Microgreens A-Z with Lisa Friesenbahr (plus health benefits!)
- Seed Starting & Tomato Tips from Janet Kirlen
- Spring Vegetable Gardening with Jeff Raska, including raised bed techniques

Tickets are also on sale for our Tomato Workshop February 22. Click here to learn more and purchase a ticket: <https://bit.ly/CCMGATomato> and kickstart a thriving edible garden!

Date: Saturday, January 16 • 9am-noon  
Where: Join us in-person at The Landing (McKinney) (\$15) or via Zoom (\$10)  
Visit <https://bit.ly/CCMGA-EdibleGardening> for more information & to purchase tickets.  
#CCMGATX #EdibleGardening101 #GardenPlanning #SpringGardening #WeGrowGardeners #vegetablegarden #VisitMcKinney  
(In-person location: 7117 County Road 166, McKinney, Texas 75071)

Join us this Saturday, Jan 18, to explore:orkshop on February 22. Click here to learn more and purchase a ticket: <https://bit.ly/CCMGATomato>

**IN-PERSON OR VIRTUAL  
CCMGA's Edible Gardening 101 Workshop**  
SAT, JAN 18 • 9AM TO NOON  
<https://bit.ly/CCMGA-EdibleGardening>  
TEXAS A&M AGRILIFE EXTENSION  
MASTER GARDENER

[See insights and ads](#) [Boost post](#)

**Collin County Master Gardeners**  
Published by Sarah Darnell Dodd  
September 3, 2024 • 4

Last call for tickets!

Our Tree Care Workshop is just around the corner, and we have a few in-person tickets left! Don't miss this chance to get expert advice on tree selection, pruning, irrigation, and more.

Can't make it in person or not in the area? No problem! Join us virtually and enjoy all the benefits from the comfort of your home. Our virtual option includes a live workshop broadcast, so you won't miss a thing.

Secure your spot today, in-person or online, and give your trees the care they deserve! <https://bit.ly/TreeCareRegistration>

Date: September 7th, 9am to noon  
Cost: \$20 In-Person Ticket/\$10 Virtual Ticket  
Register here: <https://bit.ly/TreeCareRegistration>  
(In-Person Location: The Landing at Myers Park Event Center, 7117 County Road 166, McKinney, Texas 75071)

#TreeCare #Gardening #VirtualWorkshop #CollinCounty #SustainableGardening #ccmgatx #WeGrowGardeners #VisitMcKinney



TEXAS A&M AGRILIFE EXTENSION  
MASTER GARDENER  
Collin County  
**Tree Care Workshop**  
Sat Sept 7  
9am-noon  
\$20 In-Person Or \$10 Virtual Tickets

[See insights and ads](#) [Boost post](#)

← Non-Paid  
Facebook Post



Appendix A continued:  
Additional Promotions Used (Non-Grant Funded)

Home & Garden

### DON'T MISS THE 2025 CCMGA Garden Show

IT'S WHAT A GARDEN SHOW SHOULD BE!

BY DAWN OLDFIELD, CCMGA VOLUNTEER/ PUBLIC RELATIONS

The Garden Show has been a perennial favorite for residents of Collin County and surrounding areas since 2011. 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 15 & 16, 2025**, in the Show Barn at beautiful Myers Park & Event Center in McKinney, Texas.

For garden lovers, it's a great day out to immerse themselves in two days of education sessions offering timely tips for successful gardening, informative demonstrations and presentations, local vendors, and fun activities for the entire family—including scavenger hunts for the kids! Food will be available for purchase on-site from the popular restaurant, and McKinney favorite, Hugs Cafe.

Each year CCMGA selects a local organization to be their charity partner for **The Garden Show**. 100% of proceeds from

the \$5 entry donation will benefit **The East McKinney Learning Garden (EMLG)**. The Garden's goal is to assist in bridging the large food-desert gap in our community by teaching people how to create food-producing gardens in their own backyards and to use that food as part of a healthy diet. The EMLG is part of McKinney Parks Foundation, a 501(c)3 nonprofit org.

**The Garden Show** is an indoor event, so come rain or shine! Hours are 10:00 AM – 5:00 PM on Saturday, March 15, and 11:00 – 4:00 PM on Sunday, March 16. Entry on both days is a suggested donation of \$5 per person. Parking is free! Bringing your own cart or wagon is strongly encouraged. Visit [www.ccmga.org/TheGardenShow](http://www.ccmga.org/TheGardenShow) for up-to-date information.

A special thank you to **The Garden Show** 2024 sponsors: Texas Pure Products, Green Acres Nursery & Supply, Hugs Greenhouse, Lavender Ridge Farms, Puckett's Nursery, and Rooted In.

Gather inspiration and advice from over 100 garden-related booths featuring plants and appealing garden and gift items and attend lectures presented by horticulture experts on various topics. Saturday's schedule includes: "Drought-Proofing Your Lawn & Landscape: The Earth-Kind Approach", 11 AM; "Pollinator Gardening: Fitter, Flatter, Flowers" 1:00 PM; and "Tomato Talk: Growing Tomatoes in Collin County" 3 PM. Speakers on Sunday will give presentations on "Enhancing Your Lawn & Landscape with Earth-Kind Principles" 12 Noon and "Growing Herbs in North Texas" 1:30 PM.

Visit [www.ccmga.org/TheGardenShow](http://www.ccmga.org/TheGardenShow) for updates.

**SAVE THE DATE**  
The Garden Show 2025, presented by the Collin County Master Gardeners Association  
See our ad on page 29

**PLEASE NOTE: NO PETS ALLOWED.**  
Local ordinance prohibits animals in food service areas, and we have several food vendors at The Garden Show. (Service animals specifically trained to aid persons with disabilities are allowed to enter.)

CCMGA is an educational service organization of volunteers trained in horticulture, landscaping, soil improvement, water conservation, and many other topics important to Collin County gardeners. The CCMGA volunteer program is administered by the Texas A&M AgriLife Extension Service through the Horticulture Agent in Collin County.

The Garden Show is partially funded through a promotional grant from McKinney Community Development Corporation.

10 | [www.prosperliving.net](http://www.prosperliving.net) | March/April 2025

← Article in Proper Living Magazine For The Event

→ Event Calendar In Local Magazines



**APRIL 5**  
**DFW VINYL RECORD SPRING SHOW**  
Grapevine Convention Center  
DFW vinyl enthusiasts unite for one day to discover 50+ vendors featuring tens of thousands of records, music memorabilia, cassettes, CDs, and more. Hours are 9:00 a.m. – 6:00 p.m. Early bird tickets are \$15. General admission is \$8.  
[VINYLRECORDSHOW.COM/VINYLRECORDSHOWOFDALLAS-FORTWORTH-SPRING-SHOW](http://VINYLRECORDSHOW.COM/VINYLRECORDSHOWOFDALLAS-FORTWORTH-SPRING-SHOW)

**APRIL 5**  
**MCKINNEY ASIAN FESTIVAL**  
Dr. Glenn Mitchell Park  
The community is invited to this festival featuring live performances, street food, activities, and more from 11:00 a.m. – 6:00 p.m.  
[MCKINNEYASIANFESTIVAL.ORG](http://MCKINNEYASIANFESTIVAL.ORG)

**APRIL 6**  
**MYTHS & LEGENDS: HEROES & VILLAINS**  
McKinney Performing Arts Center  
Families enjoy the larger-than-life music from classics including Avengers, Avatar, and 101 Dalmatians beginning at 3:00 p.m. Kids can wear capes and arrive early for the instrument petting zoo. Tickets start at \$15.  
[PLANETSPHONOGRAPHY.ORG/MYTHICAL-HEROES-AND-VILLAINS](http://PLANETSPHONOGRAPHY.ORG/MYTHICAL-HEROES-AND-VILLAINS)

**APRIL 12**  
**TOUCH-A-TRUCK!**  
GSC Collin Park  
All ages climb aboard massive city equipment for the ultimate exploration of vehicles and gadgets. Inflatables, games, food trucks, and more will also be on hand. Hours are 10:00 a.m. – 1:00 p.m. Admission is free.  
[LIFECENTRATX.COM/TOUCHATRUCK](http://LIFECENTRATX.COM/TOUCHATRUCK)

**APRIL 25**  
**BLUE RIBBON GALA: GALLOPING TO GREATNESS**  
Gilley's  
Guests are treated to an evening of elegance at this Texas-e-bic fundraiser. Proceeds support Equus' mission of providing therapeutic horsemanship to those with diverse needs. Reservations, sponsorships, and underwriting opportunities are available. Visit the website for details.  
[EQUEST.ORG/GALA](http://EQUEST.ORG/GALA)

**APRIL 26**  
**SPRING PLANT SALE**  
Myers Park & Event Center  
Pick out the perfect plants for your landscape. Shop from local varieties, get advice and questions answered, and more from 9:00 a.m. – 12:00 p.m., or until sold out. Be sure to bring a wagon.  
[CCMGATX.ORG/EVENTS/SPRING-PLANT-SALE](http://CCMGATX.ORG/EVENTS/SPRING-PLANT-SALE)

**THROUGH MAY 31**  
**MAYOR'S FITNESS CHALLENGE**  
Be a part of the City of McKinney's initiative to get healthy in 2025. Register online, record at least 90 minutes of weekly exercise, and turn in your progress by June 13 for a free t-shirt and a chance to win a prize. Visit the website to learn more.  
[PROPERTY.GOV/MAYORSFITNESSCHALLENGE](http://PROPERTY.GOV/MAYORSFITNESSCHALLENGE)

**THROUGH JUNE 21**  
**BUGS LIVE 2025**  
Hend Natural Science Museum & Wildlife Sanctuary  
Visitors encounter giant animatronic insects and arachnids along the trails for an outdoor adventure into the world of bugs. Bug-themed events are planned each month for the whole family. Purchase tickets and learn more online.  
[HEARDMUSEUM.ORG/BUGS-LIVE](http://HEARDMUSEUM.ORG/BUGS-LIVE)

To submit an event for consideration, email [EVENTS@LIVINGMAGAZINE.NET](mailto:EVENTS@LIVINGMAGAZINE.NET)

10 | [LIVINGMAGAZINE.NET](http://LIVINGMAGAZINE.NET) | SOCIAL CALENDAR

## CCMGA The Garden Show 2025 Vendor Promotion Guidelines & Tips

### Event Details

**Event Name:** The Garden Show  
**Dates/Times:** Saturday, March 15 • 10 AM – 5 PM  
Sunday, March 16 • 11 AM – 4 PM  
**Location:** Myers Park & Event Center (7117 Co Rd 166, McKinney, TX 75071)  
**Website:** [ccmgatx.org/TheGardenShow](http://ccmgatx.org/TheGardenShow)

### Promoting Your Presence at The Garden Show

We're excited to have you join us! Here are some easy ways to let your clients and followers know you'll be at The Garden Show:

- Social Media:** We're on [Facebook](#), [Instagram](#) and have a [Facebook Event](#) for the show.
- Create Your Own Facebook Event:** Name it "Your Business Name" at The Garden Show" and use your company logo as the event header photo.
- Share Our Facebook Event:** If you prefer not to create your own, feel free to share ours! You can also comment on our event with details about your business, tag your business page, and engage with attendees.
- Spread the Word:** Share with your clients, followers, and networks that you'll be at CCMGA's The Garden Show! Let them know why they should stop by your booth.

### Suggested Social Media Posts

**Post Idea 1 (General Announcement):** We're thrilled to be a part of The Garden Show presented Collin County Master Gardeners! Join us March 15-16 at Myers Park in McKinney for a weekend of gardening inspiration, shopping, and learning.

**Post Idea 2 (Encourage Visits):** Stop by our booth at The Garden Show March 15-16! Discover [insert product/service name]. Don't miss this amazing event in McKinney!

**Event & CCMGA hashtags:** #CCMGATheGardenShow #CCMGATX #WeGrowGardeners

### Event Artwork

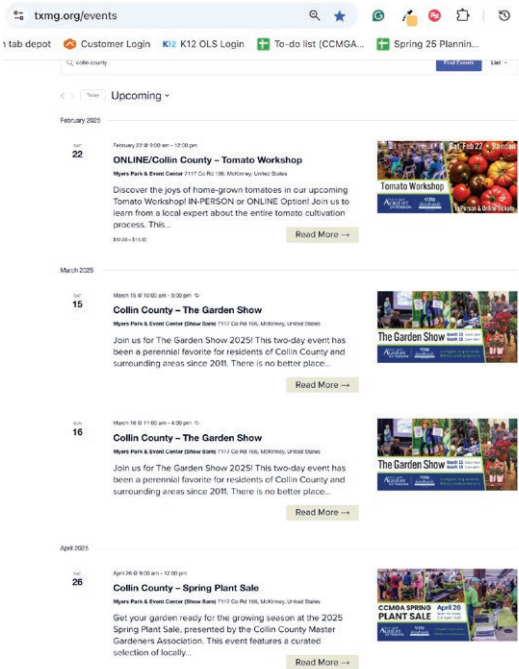
We've put together a kit of items for our exhibitors to use.

- [CCMGA logo](#) (includes branding guide and files)
- [Event name graphics](#) (show name, dates/location, url) PNG, JPEG, PDF
- [Social graphic](#) frame (just add your logo and photo) or premade social ad ready to use

Collin County Master Gardeners Association - The Garden Show 2025

2/2025

← Placed in various community and gardening calendars



← Pre-Built Ads / Promotion Kit For The Garden Show Vendors

## Tree Workshop 2024

	Proposed	Actual
<b>Income</b>		
Ticket Sales	\$2,500.00	\$1,441.93
<b>Total Income</b>	<b>\$2,500.00</b>	<b>\$1,441.93</b>
<b>Expenses</b>		
Advertising	\$150.00	\$-
General Expenses	\$2,235.00	\$991.53
Simple Tix Fees	\$208.00	\$98.51
Speaker Fees	\$350.00	\$-
Square Fees	\$137.50	\$67.29
<b>Total Expenses</b>	<b>\$3,080.50</b>	<b>\$1,157.33</b>
<b>Net Income</b>	<b>\$(580.50)</b>	<b>\$284.60</b>

## Propagation Workshop 2024

	Proposed	Actual
<b>Income</b>		
Ticket Sales	\$500.00	\$510.00
<b>Total Income</b>	<b>\$500.00</b>	<b>\$510.00</b>
<b>Expenses</b>		
General Expenses	\$200.00	\$495.01
Simple Tix Fees	\$59.50	\$48.51
Speaker Fees		
Square Fees	\$46.00	\$28.98
<b>Total Expenses</b>	<b>\$305.50</b>	<b>\$572.50</b>
<b>Net Income</b>	<b>\$194.50</b>	<b>\$(62.50)</b>

## Edible Gardening Workshop 2024

	Proposed	Actual
<b>Income</b>		
Ticket Sales	\$2,500.00	\$1,180.00
<b>Total Income</b>	<b>\$2,500.00</b>	<b>\$1,180.00</b>
<b>Expenses</b>		
General Expenses	\$200.00	\$159.05
Simple Tix Fees	\$208.00	\$158.89
Speaker Fees	\$150.00	
Square Fees	\$137.50	\$91.60
<b>Total Expenses</b>	<b>\$695.50</b>	<b>\$409.54</b>
<b>Net Income</b>	<b>\$1,804.50</b>	<b>\$770.46</b>

## Tomato Workshop 2024

	Proposed	Actual
<b>Income</b>		
Ticket Sales	\$2,500.00	\$1,635.00
<b>Total Income</b>	<b>\$2,500.00</b>	<b>\$1,635.00</b>
<b>Expenses</b>		
General Expenses	\$750.00	\$297.69
Simple Tix Fees	\$208.00	\$82.11
Speaker Fees	\$150.00	
Square Fees	\$137.50	\$40.40
<b>Total Expenses</b>	<b>\$1,245.50</b>	<b>\$420.20</b>
<b>Net Income</b>	<b>\$1,254.50</b>	<b>\$1,214.80</b>

## Appendix B: Event Financials – Full Detail

### The Garden Show 2025

	Proposed	Actual
<b>Income</b>		
Sponsor & Vendor Fees	\$18,900.00	\$18,668.00
Volunteer Lunches	\$400.00	\$264.00
<b>Total Income</b>	<b>\$19,300.00</b>	<b>\$18,932.00</b>
<b>Expenses</b>		
Bank Expense	\$880.00	\$547.50
EMT/First Aid/Security	\$575.00	
Golf Cart	\$425.00	\$375.95
Master Gardener Area Supplies	\$2,425.00	\$933.30
Pipe and Drape	\$7,700.00	\$7,070.00
Security	\$3,175.00	\$3,095.00
Signage	\$1,300.00	\$719.03
Speakers	\$750.00	\$100.00
Volunteer Lunches	\$400.00	\$1,437.00
<b>Total Expenses</b>	<b>\$17,630.00</b>	<b>\$14,277.78</b>
<b>Net Income</b>	<b>\$1,670.00</b>	<b>\$4,654.22</b>

### Fall Plant Sale 2024

	Proposed	Actual
<b>Income</b>		
Sales	\$40,000.00	\$19,783.00
<b>Total Income</b>	<b>\$40,000.00</b>	<b>\$19,783.00</b>
<b>Expenses</b>		
Cost of Goods Sold	\$20,000.00	\$8,438.30
Advertising	\$500.00	\$389.95
General Expenses	\$200.00	\$34.57
Square Fees	\$1,600.00	\$649.89
<b>Total Expenses</b>	<b>\$22,300.00</b>	<b>\$9,512.71</b>
<b>Net Income</b>	<b>\$17,700.00</b>	<b>\$10,270.29</b>

### Spring Plant Sale 2025

	Proposed	Actual
<b>Income</b>		
Sales	\$66,000.00	\$52,909.50
<b>Total Income</b>	<b>\$66,000.00</b>	<b>\$52,909.50</b>
<b>Expenses</b>		
Plants	\$30,000.00	\$21,997.21
Square Fees	\$2,640.00	\$1,389.50
General Expenses	\$1,101.00	\$455.96
Advertising	\$200.00	\$-
<b>Total Expenses</b>	<b>\$33,941.00</b>	<b>\$23,842.67</b>
<b>Net Income</b>	<b>\$32,059.00</b>	<b>\$29,066.83</b>

#### NOTE!

"Advertising" listed in expenses is CCMGA funded advertising efforts and not the MCDC grant. They are handled independent of the events starting in 2025.





## Appendix C: Vendor List For The Garden Show 2025

Company Name	Type	City
Along Came Tamale	Vendor	Fate
Anatomic Designs	Vendor	Plano
Aparna Gallery LLC	Vendor	Frisco
Ay Up Duck Creations	Vendor	Double Oak
Bare Naked Bee Co.	Vendor	Allen
Barris Pottery & Ceramics	Vendor	Dallas
Basket Jacket	Vendor	Denton
Best Bug Bait	Vendor	Ennis
Canticle Farm	Vendor	Blue Ridge
Celina Garden Club	Non-Profit	Celina
CF Sharpening Services	Vendor	Blue Ridge
City of Frisco	City	Frisco
<b>City of McKinney</b>	<b>City</b>	<b>McKinney</b>
D&L Farm and Home	Vendor	Pilot Point
Daystar Landscapes, Inc.	Sponsor	Prosper
Denison Flowers	Vendor	Denison
<b>Diggin It</b>	<b>Vendor</b>	<b>McKinney</b>
Earthly Creations	Vendor	Plano
<b>East McKinney Learning Garden</b>	<b>Charity Partner</b>	<b>McKinney</b>
Eden Hill Vineyard	Vendor	Celina
Fields of Fidelis	Vendor	Anna
Gillis Metal Works	Vendor	Tatum
Go Gardenland	Vendor	Howe
Green Acres Nursery & Supply	Sponsor	Melissa
Grow Edible Landscape Design	Vendor	Plano
Growing Thyme Homestead	Vendor	Melissa
<b>Heritage Guild of Collin County</b>	<b>Non-Profit</b>	<b>McKinney</b>
<b>Heritage Tree Service</b>	<b>Vendor</b>	<b>McKinney</b>
Hot Rita's Party Starters	Vendor	Lavon
<b>Hugs Greenhouse</b>	<b>Sponsor</b>	<b>McKinney</b>
Joyful Living Enterprises	Vendor	Frisco
Just Tigger Around	Vendor	Palmer
Larson's Pantry LLC	Vendor	Murphy

Company Name	Type	City
Lavender Ridge Farms	Sponsor	Gainesville
<b>Leaf &amp; Stone Handcrafted</b>	<b>Vendor</b>	<b>McKinney</b>
Luscombe Farms Specialty Foods	Vendor	Anna
MBW Garden Art	Vendor	Denton
<b>McKinney Parks Foundation</b>	<b>City</b>	<b>McKinney</b>
<b>Mix It Up</b>	<b>Vendor</b>	<b>McKinney</b>
Moments of Inspirations Gift Shop	Vendor	Fort Worth
Native Plant Society of Texas	Non-Profit	Allen
North Texas Municipal Water District	Non-Profit	Wylie
<b>North Texas Water Garden Society</b>	<b>Vendor</b>	<b>McKinney</b>
<b>Ooh, Succulents!</b>	<b>Vendor</b>	<b>McKinney</b>
Painted Flower Farm	Vendor	Denton
Paper Crafted Bliss	Vendor	Celina
Pomp & Prose	Vendor	Murphy
Pot It Like It's Hot LLC	Vendor	OK
Puckett's	Sponsor	Allen
Ready, Set, Grow	Vendor	Lucas
Rooted In	Sponsor	Pilot Point
Sinclair Apothecary	Vendor	Lewisville
Small Batch, TX	Vendor	Howe
<b>Sunset Trail Farm</b>	<b>Vendor</b>	<b>McKinney</b>
Synergistic Plant Health	Vendor	Allen
<b>Talley Dough!</b>	<b>Vendor</b>	<b>McKinney</b>
Tastefully Olive	Vendor	Frisco
<b>Texas Master Naturalist</b>	<b>Non-Profit</b>	<b>McKinney</b>
Texas Olive Ranch	Vendor	Rowlett
Texas Pure Products	Gold Sponsor	Plano
Texas Tree Farms	Vendor	Waxahachie
The Dandelion Tea Company, LLC	Vendor	Prosper
Tiger Jaw Inc	Vendor	Pilot Point
Town of Prosper	City	Prosper
<b>W.E.B. Permaculture, LLC</b>	<b>Vendor</b>	<b>McKinney</b>
<b>Wild Birds Unlimited</b>	<b>Vendor</b>	<b>McKinney</b>
Xander's	Vendor	Allen

Blue highlight indicates a new vendor for 2025 / Blue text is a McKinney vendor

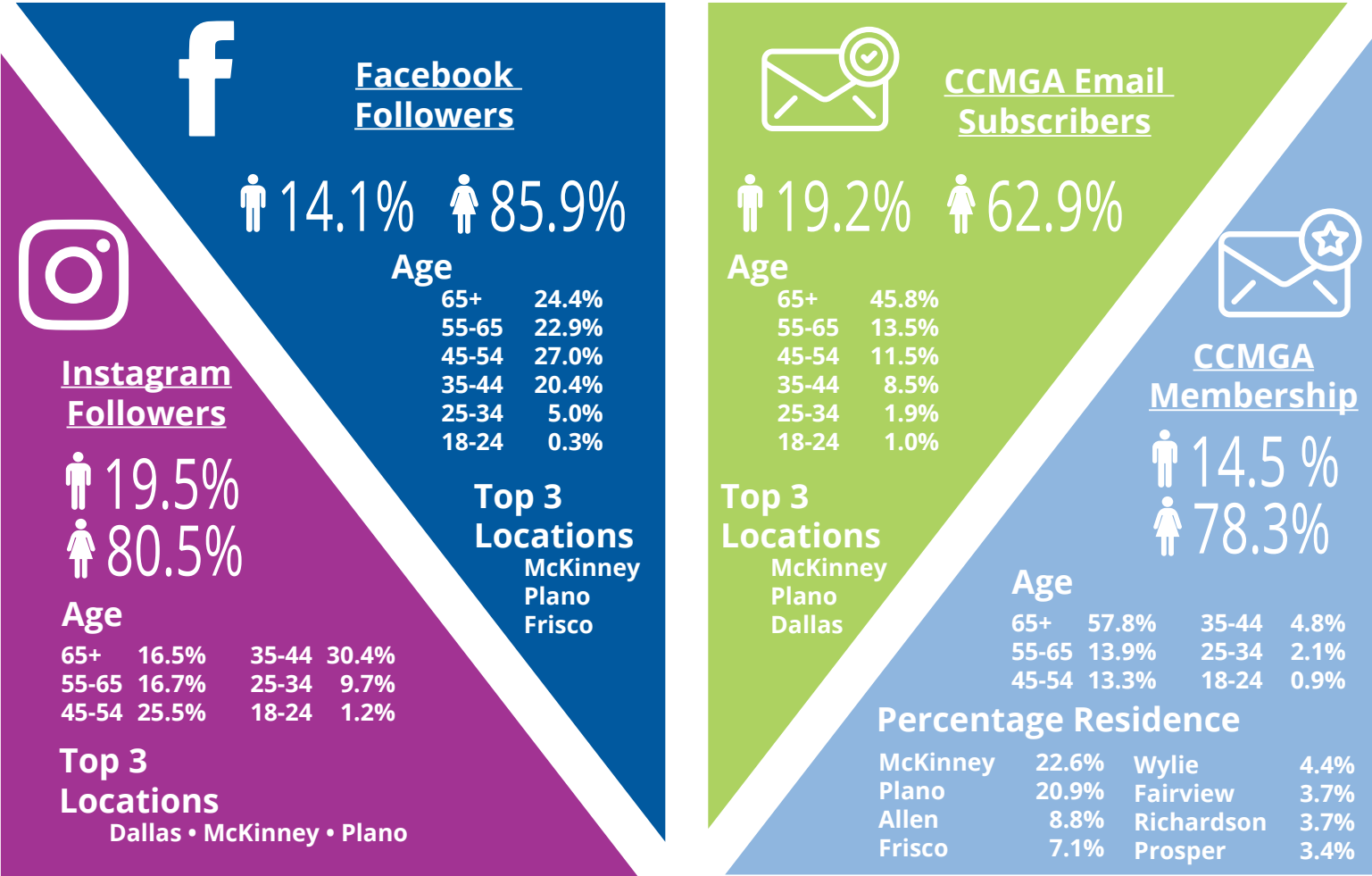
### 23.66% McKinney Businesses, City or Non-Profit Booths

#### Tie to the MCDC mission:

- This event demonstrates direct economic support of the community.
- Serves as a communal space where local businesses, nonprofits and other entities come together within McKinney
- Increase of vendors and returning vendors show growth and appeal of the event year over year. More evidence of growth and exposure leading to sustained economic benefits to McKinney.



Appendix D:  
CCMGA Social Media, Email and Membership Demographics



Audience Demographics & Value to Grant Goals

The Collin County Master Gardeners audience represents a high-value segment for community-based outreach. Our members, social media followers, and email subscribers are primarily North Texans aged 45–75—an audience that is both civically engaged and economically active.

With a strong concentration in McKinney, Plano, and surrounding cities, this group not only attends events but participates deeply—submitting gardening questions, volunteering, and supporting local businesses.

The maturity and homeownership levels of our core audience make them ideal targets for sustainability education, community beautification, and retail gardening initiatives—all of which align with MCDC’s mission. Our channels offer trusted access to these households and ensure that McKinney continues to grow as a hub for environmental and lifestyle enrichment.





Appendix E:  
Images From the Workshop Events





Appendix G:  
Images From The Plant Sales





Appendix G:  
Images From The Garden Show

