

# The Garden Show

March 16 & 17, 2024

*Everything  
a garden show should be!*

2024 Promotional & Community Event

The Garden Show '23 was great!

**THANK YOU!**



# THE GARDEN SHOW

presented by the  
Collin County Master Gardeners

2023

SAT., MARCH 18  
10am to 5pm

SUN., MARCH 19  
11am to 4pm



TEXAS  
MASTER GARDENER

TEXAS A&M AGRILIFE EXTENSION

Collin County

[www.ccmgatx.org](http://www.ccmgatx.org)

MYERS PARK &  
EVENT CENTER  
7117 County Road 166  
McKinney, TX 75071

MCDC  
McKINNEY COMMUNITY  
DEVELOPMENT CORPORATION

## ABOUT OUR '23 EVENT

- ▶ A great promotional sponsor - MCDC
- ▶ 4 major event sponsors
- ▶ 7 in-kind sponsors
- ▶ 53 vendors
- ▶ 6 cities participated
- ▶ 12 Master Gardener educational booths
- ▶ 10 non-profits, plus our food provider, Hugs Café
- ▶ 7 Informative speakers
- ▶ \$5,855 Donated to charity partner Community Garden Kitchen



# 6,000 GREAT GUESTS

14 PERCENT INCREASE!

\*Might have been much more, except for very cold weather & Texas teams playing in NCAA Basketball Tournament

MCDC Support Made a Difference!



# More than 60% guests live outside McKinney



▶ Allen	8%
▶ Anna	2.2%
▶ Celina	4.4%
▶ Dallas	2.3%
▶ Frisco	4.9%
▶ McKinney	27.8%
▶ Melissa	2.5%
▶ Plano	8.4%
▶ Prosper	4.4%

'23 Guests came from as far away as from Brazil, Puerto Rico, Colorado, Connecticut, Massachusetts, Ohio, Oklahoma, Wisconsin!





# SAVE THE DATES

## THE GARDEN SHOW '24

Saturday, March 16

10 a.m. – 5 p.m.

Sunday, March 17

11a.m. – 4 p.m.

Show Barn

Myers Park & Event Center, McKinney

7117 Co Rd 166, McKinney, TX 75071







# GREAT VENDORS



- ▶ Most are local independent small businesses based in Collin County.
- ▶ Offerings must be related to gardening and nature
- ▶ Local vendors invest in our local tax base
- ▶ Local independent vendors improve and reinforce McKinney and The Garden Show's branding as unique.
- ▶ New in '23-A deluxe chicken coop supplier & they're coming back in '24!





# GREAT SPEAKERS



TREES



TURF



DROUGHT-  
PROOFING



NATIVE PLANTS



TOMATOES



PLANT  
COMBINATIONS



GARDEN WHIMSY!

# THE GARDEN SHOW

## 2024 Draft Event Budget

### Income 2024

Sponsor & Vendors	\$17,000.00
Total Income	\$17,000.00

### Expenses

Advertising	\$10,040.00
Bank Expense (4%)	\$640.00
EMT First Aid	\$525.00
Golf Cart	\$400.00
MG Area Both Supplies-Adult	\$675.00
MG Area Both Supplies-Youth	\$300.00
AT & T Hotspots	\$225.00
Pipe & Drape	\$5,500.00
Security	\$1,450.00
Signage	\$400.00
Supplies	\$200.00
Volunteer Lunches	\$1,075.00
<b>Total Expenses</b>	<b>\$21,430.00</b>
<b>Net Income</b>	<b>\$(4,430.00)</b>







## MCDC GRANT MAKES UP 100% of TGS Marketing Support

### '24 PRELIMINARY MARKETING BUDGET

Print Advertising

\$6,505

KLAK Radio

\$1,325

Social Media/Digital Advertising

\$1,500

Collateral Advertising

705

\$

Misc. Advertising Expenses

\$6

TOTAL \$10,041

Dallas Morning News Guide  
¼ page print ad



# PRINT

- ▶ Dallas Morning News Friday Guide
- ▶ Edible DFW Magazine
- ▶ Frisco Style Magazine
- ▶ Plano Magazine
- ▶ Little Elm Living
- ▶ Prosper/Celina Living





# DIGITAL/SOCIAL MEDIA

- ▶ Face Book-ADS
- ▶ Instagram-ADS
- ▶ NEW ADS FOR '24: Next Door Ap
- ▶ CCMGA Social Media/Website
- ▶ Vendor Social Media/Websites
- ▶ Non-Profit Partners Social Media/Websites
- ▶ MG Personal Social Media



# RADIO

KLAK

# NEWS RELEASES

Widely distributed to regional media

# COLLATERAL MATERIAL

Save the Date Flyers

NEW FOR '24 Postcards/Direct Mail







We Grow  
Gardeners.