

East McKinney Learning Garden - Summary

Dallas Morning News 4/18/23 Headline
“McKinney has largest food desert in one
of Texas’ wealthiest counties”

July 18, 2023

East McKinney Learning Garden

The Need and Support

▪ The Community Needs...

- Access to high quality food amid one of the biggest food deserts in Texas.
- An accessible public garden that welcomes everybody.
- Education regarding healthy eating and how to grow and harvest vegetables for home use.
- Resources and materials to develop a home garden.
- Vocational training supporting adults with special needs.
- Greater awareness of community resources/agencies fighting hunger, volunteer opportunities, area farms, and local businesses & events.
- More attractions that bring people to the east side – not just from the City of McKinney but from the region:
 - The site is 200 yards from the new City Hall which will house close to 1000 employees every day and host hundreds of business/governmental visitors every week. It is adjacent to the new TUPPs Brewery campus which will draw 150 people/day during weekdays and 600 people every Saturday and Sunday. During festival/holiday weekends, over 7000 people will visit the campus.
 - The site will be the most ADA compliant garden in Collin County.
 - It will be certified as a Monarch Waystation.

▪ Community Support...

- Local gardeners, plant societies, master gardeners, agency leaders, and restaurateurs have committed to 30+ learning events/classes per year.
- HUGS Café intends to use space as an outdoor classroom.
- La Tiendita intends to support the garden through its mentorship program and to receive produce from the garden to resell.
- TUPPs Brewery will support the garden through discounted merch for volunteers – will also create a Garden beer.

East McKinney Learning Garden

The Opportunity and Community Impact

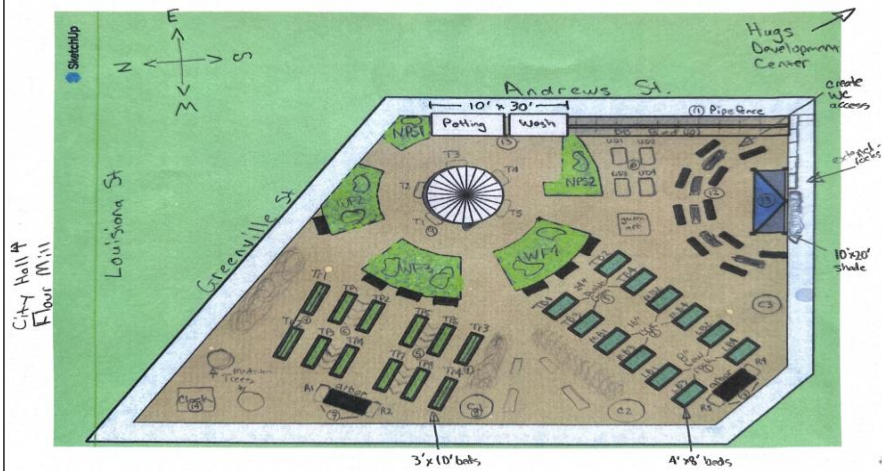
.25 Acre City-Owned Property in Newly Developed High Traffic Area



- McKinney Parks Foundation (MPF), a 501 (c)(3) entity with a 7 year track record of partnership with the City of McKinney and over 1400 local volunteers, will create a beautiful demonstration/teaching garden focused on healthy eating, edible gardening, and promotion of local agencies.
- Initial build will be funded through partnerships with McKinney Community Development Corp (MCDC)/McKinney Parks Recreation & Open Spaces (PROS), Texas Health Resources Foundation (THR Foundation), and local businesses/donors.
- Garden development and ongoing management will be led by MPF and will be staffed through a combination of volunteer “ownership” and paid professional garden management.
- In partnership with THR Foundation, MPF will program it with local chefs, farmers, gardeners, nursery managers, foodbank operators, parks personnel, volunteer organizations, student groups, and local businesses teaching classes and promoting area businesses and attractions. “Students” will include schoolchildren, seniors, adults with special needs, and the community at large.
- Twice a year, we will host a Grow-Your-Garden day where supplies (grow bag/raised bed, soil, and seed) and volunteers will be provided to plant a raised garden bed at residents’ homes.
- Community Garden Kitchen, La Tiendita, Hugs Café, and East McKinney Farmers Market will receive produce from the garden and, in some cases, help “manage” it through vocational programs.

The garden will serve as a destination for learning, leisure, and relaxation. It will help tell a story about the agricultural, natural, and industrial history of the area paying homage to the east side of McKinney. Local agencies will benefit through greater awareness of services available.




East McKinney Learning Garden Design



Includes various vegetable/flower beds, a teaching area, picnic tables, grain bin for storage, potting benches, and a harvest/wash area

East McKinney Learning Garden

Funding

| Construction - One | | | | |
|--|--|-----------|-------------|----------------|
| |  Time Expense | Ongoing | Grand Total | |
|  Fundraise | \$ 86,970 | \$ 42,000 | \$ | 128,970 |
| Bed Construction | \$ 59,220 | | \$ | 59,220 |
| Garden Management | \$ 2,000 | \$ 24,000 | \$ | 26,000 |
| Programming & Admin | | \$ 15,000 | \$ | 15,000 |
| Seating | \$ 8,250 | | \$ | 8,250 |
| Plants & Medium | \$ 4,000 | \$ 3,000 | \$ | 7,000 |
| Structures | \$ 6,000 | | \$ | 6,000 |
| Aesthetics | \$ 4,500 | | \$ | 4,500 |
| Signage & Labels | \$ 3,000 | | \$ | 3,000 |
|  City | \$ 79,500 | \$ 2,400 | \$ | 81,900 |
| Structures | \$ 57,500 | | \$ | 57,500 |
| Site Prep | \$ 18,000 | | \$ | 18,000 |
| Garden Management | \$ 4,000 | \$ 2,400 | \$ | 6,400 |
| Aesthetics | | | | |
| Seating | | | | |
| Grand Total | \$ 166,470 | \$ 44,400 | \$ | 210,870 |

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Sponsorship Opportunities

| Tier | Pledge Amount | Number | Total |
|-------------------|----------------------|---------------|--------------|
| Cultivator | \$ 50,000 | 1 | \$ 50,000 |
| Grower | \$ 25,000 | 2 | \$ 50,000 |
| Harvester | \$ 10,000 | 5 | \$ 50,000 |
| Sower | \$ 5,000 | 10 | \$ 50,000 |
| Sustainer | \$ 1,000 | 20 | \$ 20,000 |
| | | TOTAL: | \$ 220,000 |
| | | | |
| | | | |
| | Year 1 Need: | | \$ 128,970 |
| | Year 2 Need: | | \$ 42,000 |
| | Year 3 Need: | | \$ 42,000 |
| | | TOTAL: | \$ 212,970 |

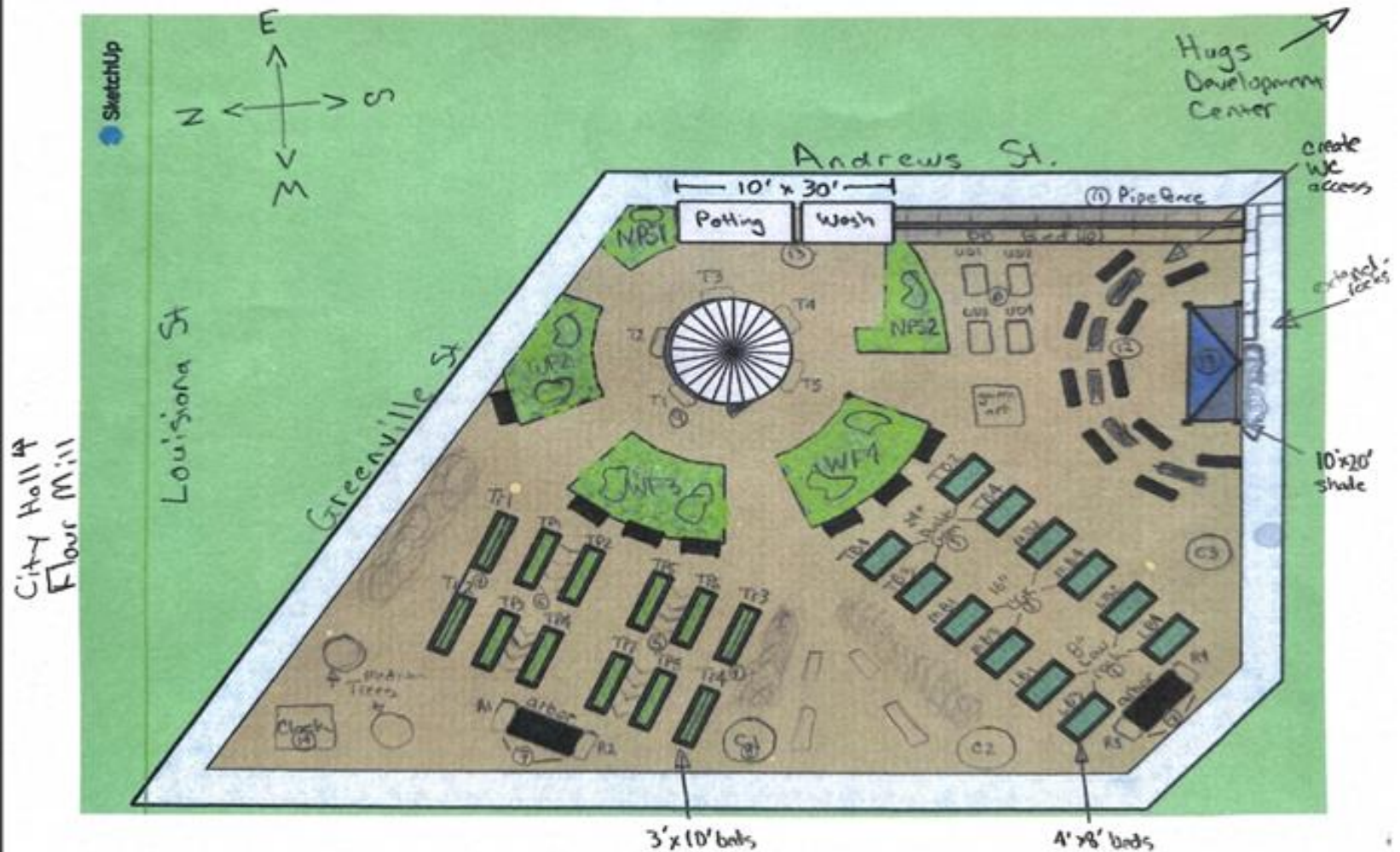
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Timeline

| | Start Date | End Date |
|------------------------------------|------------|-----------|
| Finalize Fundraising Budget | 6/30/2023 | 6/30/2023 |
| Finalize Pitch Deck | 7/21/2023 | 7/21/2023 |
| MCDC Final Approval | 7/27/2023 | 7/27/2023 |
| Fundraise | 7/27/2023 | 9/15/2023 |
| Materials Purchase | 7/27/2023 | 9/15/2023 |
| Bed Construction | 7/27/2023 | 10/1/2023 |
| Grand Opening* | | Fall 2023 |
| | | |
| * harvest moon is 9/29 and 10/28 | | |

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Features



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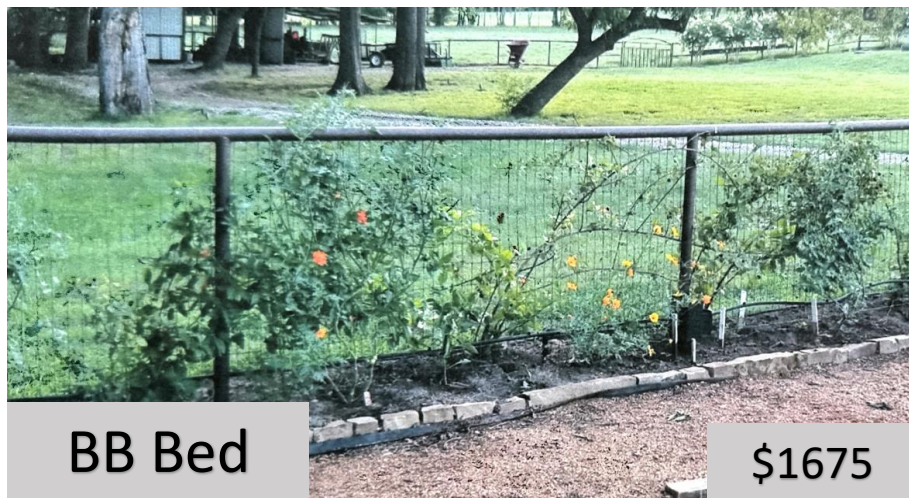
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Features



T1-T5

2x4x24 oval - \$133



BB Bed

\$1675



B1-B15

\$500



Clock?

\$TBD

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Features



Grain Bin

18 ft diameter

Includes various vegetable/flower beds, a teaching area, picnic tables, grain bin for storage, potting benches, and a harvest/wash area