

# TEXAS A&M AGRILIFE EXTENSION



McKinney Community Development  
Corporation Grant Presentation  
June 27, 2024

Presented by Sarah Dodd  
Communications Chair



# About Us



## Mission

- Assist the Texas A&M AgriLife Extension Services in providing research-based information on sustainable horticultural practices and environmental stewardship to residents of Collin County.

## Goals

- Provide residents and visitors with a valid reliable living display of Earth-Kind scientific procedures so they can use them in their own gardens
- Increase public awareness and participation in sustainable horticultural practices that are research-based.

## Audience

- Gardeners of all ages, youth to senior, educational groups, residents of Collin County, local businesses and non-profits.

### Fast Fact

*Despite economic concerns, respondents spent more money on gardening in 2023 and plan to spend more money in 2024.*

*- Axiom Market Insights 2024 Gardening Outlook Survey*

# The Garden Show

## CCMGA's Signature Event *since 2011*

- 2 Day Free Event (mid-March annual event)
  - 11 hours of expert speaker sessions
  - 8 CCMGA education & demo booths for all ages
  - Over 60 exhibitors/businesses in 2024
  - Deeply discounted booths for city and other non-profits
  - One of the few garden-focused expo event in the area
- 25% increase in participants over 2023, using MCDC funds



**Exhibitor Area**



**Education Booths**



**Speaker Stage**

**2024**

Event Expense Total \$21,329.13  
Event Revenue Total \$31,184.28  
Net Income \$9,855.15  
Total Participants 7,959  
73% From Outside McKinney

**2025**

Est. Event Expense Total \$31,200  
Est. Event Revenue Total \$33,870  
Est. Net Income \$2,670  
Est. Total Participants 8,000+  
70-75% From Outside McKinney

**2025**

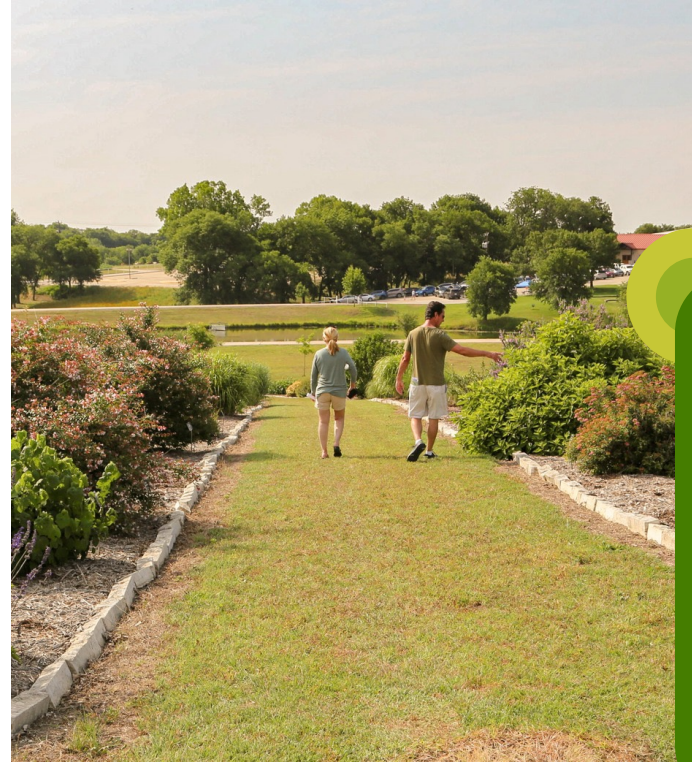
**Goals**

- 3% Attendee Growth
- Increase vendors numbers
- 5% Increased Time At Speaker Stage
- Keep or Improve Satisfaction Level with attendees, volunteers and exhibitors

# A Walk In The Park

*since 2012*

- 3 Hour Free Outdoor Event (early June 2025)
  - Showcase Earth-Kind® research gardens at Myers Park
  - Self-guided tours of 15+ areas on the property
  - Master Gardeners on-hand for any question or advice
  - Activities and demonstrations of sustainable gardening and plants that thrive in our climate and soil.
- Previous events have had less than \$100 for marketing
- ***New grant funds will help bring more awareness of Myers Park and Earth-Kind practices to residents***



**2025** Est. Event Expense \$1,970  
Est. Event Revenue \$1,200  
Est. Net Income \$(-770)  
Est. Total Participants 350+

## Past Event Achievements:

2024 Event – canceled (weather)  
2023 Participants – 325 + Volunteers  
**(An all-time event record!)**

Pre-event engagement showed 75-80% of interest from outside McKinney.

## Future Goals:

Keep or Improve Satisfaction Level  
Increased Attendance  
Improve Data Collection



## Past Event Achievements:

2024 Spring Shoppers = 945  
2023 Fall Shoppers = 334  
2023 Spring Shoppers = 1067

Pre-event engagement showed 75-80% of interest from outside McKinney.

## Future Goals:

Increase Desirability Of Inventory  
Increased Attendance  
Improve Data Collection

# CCMGA Plant Sales

- No Entry Fee Event
  - Fall Plant Sale: October 26, 2024 (*since 2019*)
  - Spring Plant Sale: late April 2025 (*since 2003*)
- ***Only fundraising events for the CCMGA organization***
- Provides attendees with native and adaptive plants

**Fall**

Est. Event Expense Total \$22,300  
Est. Event Revenue Total \$40,350  
Est. Net Income \$18,050  
Est. Total Participants 350+

**Spring**

Est. Event Expense Total \$43,110  
Est. Event Revenue Total \$70,345  
Est. Net Income \$27,235  
Est. Total Participants 1000+

# CCMGA Workshops

- Multiple events, topics selected by public interest and needs
  - Tree Care- September 7, 2024
  - Propagation- October 4, 2024
  - Edible Gardening 101- late January 2025
  - Tomato Workshop- late February 2025
- Only CCMGA Ticketed Events
  - Most are 100 in-person (\$15), 500 virtual option (\$10); exception is Propagation (\$20, in-person only)
- *Breakeven events, overage goes to next workshop*
- Extensive pre and post event surveys currently taken
- *On average, 20-25% of attendees live outside McKinney*
- Goals: Attendance, Satisfaction, Education increased



## Edible Gardening 101 2024 Results:

Event Expense Total \$ 578.78  
Event Revenue Total \$ 1,855  
Net Income \$ 1,276.22  
Tickets: 95 in-person / 49 virtual

## 2025 Estimated:

Est. Expense Total \$ 695.50  
Est. Revenue Total \$ 2,500  
Est. Net Income \$ 1,804.50  
100 in-person / 400+ virtual

## Tomato Workshop 2024 Results:

Event Expense Total \$ 930.42  
Event Revenue Total \$ 2,125  
Net Income \$ 1194.58  
Tickets: 100 in-person / 68 virtual

## 2025 Estimated:

Est. Expense Total \$ 1,245.50  
Est. Revenue Total \$ 2,500  
Est. Net Income \$ 1,254.50  
100 in-person / 400+ virtual

## Tree Care 2023 Results:

Event Expense Total \$ 3,030.50  
Event Revenue Total \$ 2,400  
Net Income \$ (-545.50)  
Tickets: 80 in-person

## 2024 Estimated:

Est. Expense Total \$ 3,080.50  
Est. Revenue Total \$ 2,500  
Est. Net Income \$ (-580.50)  
100 in-person / 400+ virtual

## Propagation Workshop 2023 Results:

Event Expense Total \$ 276.05  
Net Income \$ (-276.05)  
Was offered as a Free event  
Attendees: 49 in-person only

## 2024 Estimated:

Est. Expense Total \$ 305.50  
Est. Revenue Total \$ 500  
Est. Net Income \$ 194.50  
50 in-person only

# Advantages of Expanding Events & Funding Amount

## ● Broader Impact

**Increased Reach:** Engaging a wider audience by promoting multiple events.

**Enhanced Education:** Offering diverse learning opportunities through various events, workshops and plant sales.

## ● Financial Efficiency

**Cost-Effective Marketing:** Utilizing larger, multi-event print ads and shared marketing efforts.

**Optimized Budget:** Spreading the \$15,000 grant across multiple events for maximum impact and more organizational awareness/branding.

## ● Community Engagement

**Year-Round Presence:** Maintaining a continuous presence in the community through varied events.

**Stronger Partnerships:** Building and strengthening relationships with local businesses, sponsors, and volunteers.

## ● Tourism/Economic Benefits

**Attracting Visitors:** Drawing tourists to McKinney with a variety of events throughout the year all at Myers Park

**Supporting Local Economy:** Encouraging spending in local businesses by visitors and participants.



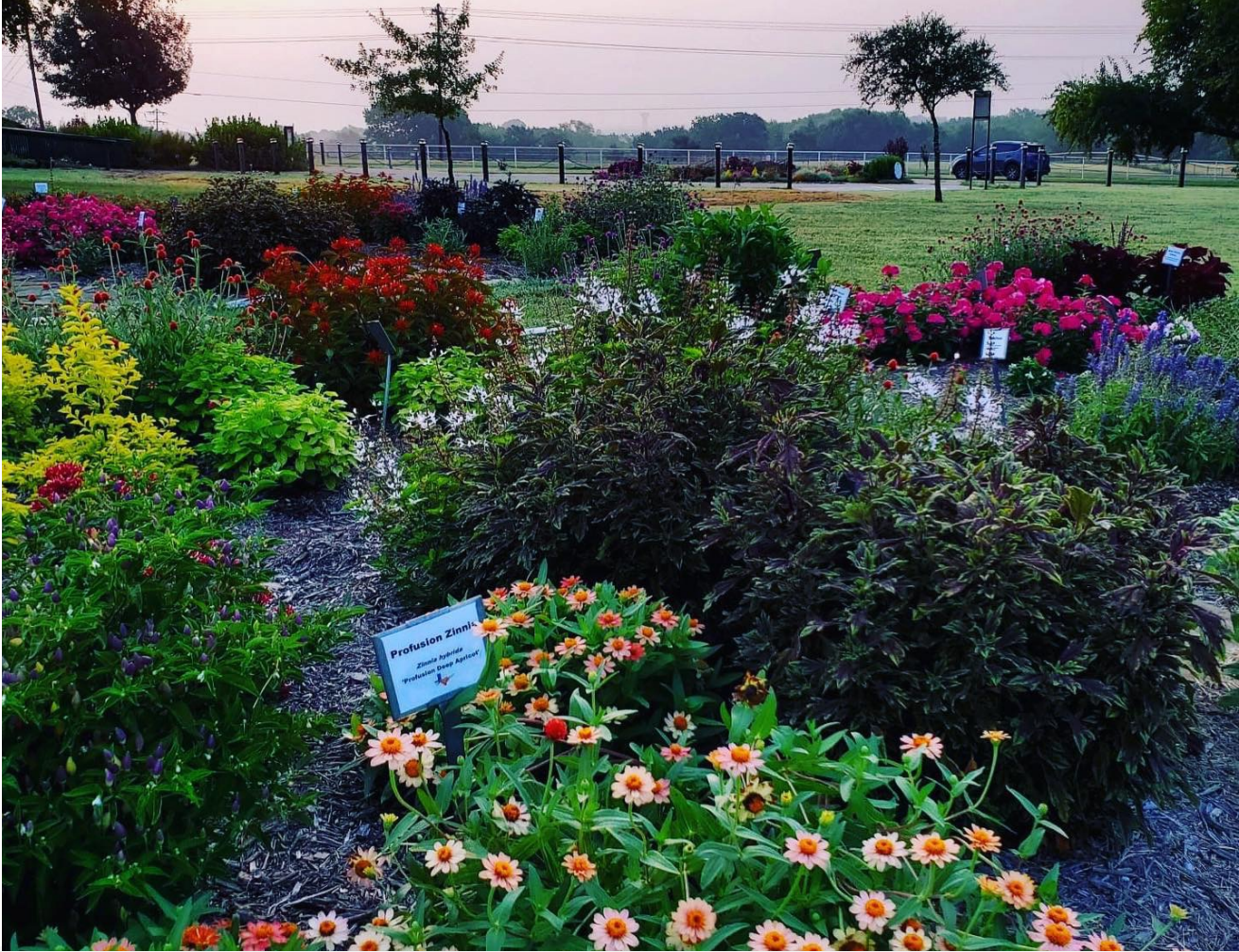
# Grant Fund Usage

Requested Grant Amount = \$15,000  
Expected Marketing Costs = \$17,000

**Grant Impact:** The grant will cover 88% of our overall marketing budget. CCMGA will cover the overage.

**Budget Allocation:** Heaviest promotion of The Garden Show. Comprehensive marketing plan covering all 8 events from July 2024 to June 2025

The grant funds will significantly enhance our marketing efforts, ensuring a successful year of events that align with MCDC's mission and goals.



## Proposed CCMGA Marketing Plan

Print Publication Ads \$8,025	SEO & Digital Ads \$4,400	Radio Ads \$1,350	Printed Materials \$1,000	Promotional Products \$1,000	Influencer Collaboration \$1,000	Emails <b>Covered In Association Costs</b>	Design Services <b>Volunteer Provided</b>	PR/Marketing Services <b>Volunteer Provided</b>	Online Calendars & Articles <b>FREE</b>
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# Continuous Improvement and Data-Driven Evolution

## Data Collection and Reporting:

- Enhanced Metrics: Implementing comprehensive data collection methods to track attendance, participant feedback, and engagement across all events.
- Survey Integration: Utilizing pre- and post-event surveys to gather detailed participant feedback and measure educational impact of workshops. Dedicated survey takers at other events in addition to headcount/city count efforts.
- Reporting: Detailed recap reports for each event, highlighting successes, areas for improvement, and alignment with MCDC goals.

## Future Goals:

- Expanded Reach: Increasing participation from diverse demographic groups and extending our impact beyond Collin County.
- Innovative Marketing: Exploring new marketing channels and techniques to attract a broader audience. And adjusting to cut efforts that are not resulting in effective ROI.
- Continuous Improvement: Regularly reviewing and refining our strategies based on collected data and feedback to ensure we are meeting community needs and advancing CCMGA's mission.



# Alignment With MCDC Grant Goals

8 Events = More Engagement, Education and Economic Growth

**Educational Focus:** Showcases Earth-Kind® gardening principles, offering hands-on learning and practical education in sustainable gardening.

**Community Engagement:** Promotes volunteerism, provides educational experiences for residents and creates fun for attendees.

**Tourism Promotion:** Showcases Myers Park and McKinney's natural resources, enhancing the city's appeal to both residents and visitors. A Walk In The Park puts attendees in the 16 areas/gardens to show techniques and plants that thrive here.

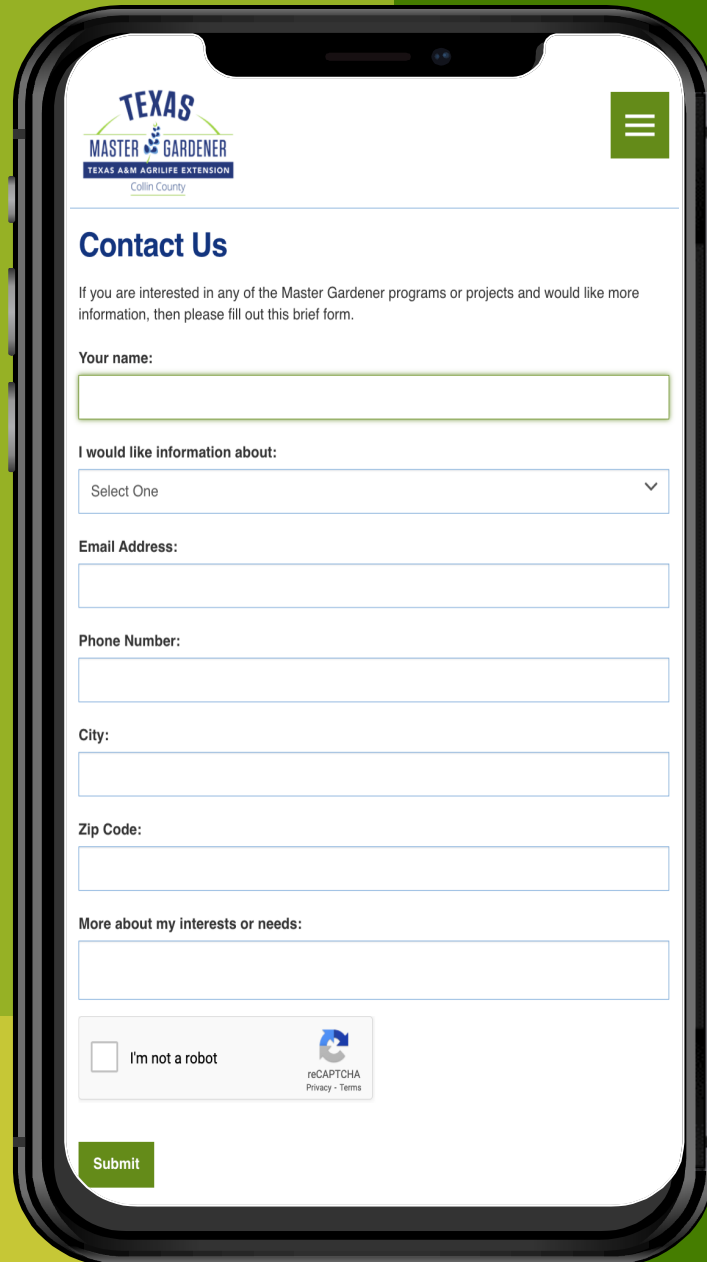
**Local Business Support:** All of our events traveling to Myers Park spend money at businesses while visiting McKinney. The Garden Show puts local garden-related businesses and non-profits in front of attendees.

**Gardening Economic Impact:** Supports local businesses, increases property values, and promotes sustainable practices by offering superior quality plants at Plant Sales.

**Low/No Entry Fees:** Ensures inclusivity and accessibility for all residents and visitors.

**Sustainable Growth:** Contributes to community well-being through education, cultural enrichment, and fostering environmental stewardship.





The image shows a smartphone screen with a contact form for the Texas Master Gardener program. The form is titled 'Contact Us' and includes a header with the Texas Master Gardener logo and a hamburger menu icon. The form fields are: 'Your name:' (text input), 'I would like information about:' (dropdown menu with 'Select One' selected), 'Email Address:' (text input), 'Phone Number:' (text input), 'City:' (text input), 'Zip Code:' (text input), and 'More about my interests or needs:' (text input). At the bottom, there is a reCAPTCHA checkbox labeled 'I'm not a robot' and a 'Submit' button.

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

### Contact Us

If you are interested in any of the Master Gardener programs or projects and would like more information, then please fill out this brief form.

Your name:

I would like information about:

Select One

Email Address:

Phone Number:

City:

Zip Code:

More about my interests or needs:

☐ I'm not a robot

reCAPTCHA  
Privacy - Terms

Submit

# Be Part Of Our Events! Sign Up For Our Emails

Choose to receive any of the following:

- Monthly Gardening Newsletter (1<sup>st</sup> of each month)  
→ Includes articles written specifically for Collin County gardening and every level of gardener.
- Upcoming Events Email (15<sup>th</sup> of each month)  
→ Includes information on events, workshops, classes, webinars from CCMGA as well as other events from Texas AgriLife and other Master Gardener groups.

Scan the QR code or go to  
<https://bit.ly/CCMGAnewsletter>  
to join our email list.





# Thank You!

We are deeply grateful for the support and partnership of the McKinney Community Development Corporation (MCDC). The \$15,000 grant will be instrumental in advertising our Myers Park events, significantly increasing our exposure and participation. We look forward to continuing our collaboration to enhance the quality of life in McKinney through educational, cultural, and community-focused events.

Collin County Master  
Gardeners Association

#WeGrowGardeners