



# CITY OF MCKINNEY, TEXAS

## Legislation Details (With Text)

<b>File #:</b>	24-1717	<b>Name:</b>	PC2426 CC Master Gardeners
<b>Type:</b>	Agenda Item	<b>Status:</b>	Agenda Ready
		<b>In control:</b>	McKinney Community Development Corporation
<b>On agenda:</b>	6/27/2024	<b>Final action:</b>	
<b>Title:</b>	Consider/Discuss Promotional and Community Event Grant Application Submitted by Collin County Master Gardeners Association (PC 24-26) in the Amount of \$15,000.00 for the Advertising, Marketing and Promotion of the 2024 Events at Myers Park Including Garden Show, Plant Sales, A Walk in the Park, and Educational Workshops		
<b>Indexes:</b>			
<b>Attachments:</b>	1. Application Packet, 2. Presentation		

Date	Ver.	Action By	Action	Result
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Consider/Discuss Promotional and Community Event Grant Application Submitted by Collin County Master Gardeners Association (PC 24-26) in the Amount of \$15,000.00 for the Advertising, Marketing and Promotion of the 2024 Events at Myers Park Including Garden Show, Plant Sales, A Walk in the Park, and Educational Workshops

**COUNCIL GOAL:** 5: Enhance Quality of Life in McKinney  
5C: Continue to market and highlight McKinney as a unique destination for residents and visitors alike.

**MEETING DATE:** June 27, 2024

**DEPARTMENT:** McKinney Community Development Corporation

**CONTACT:** Cindy Schneible, President

### ITEM SUMMARY:

- The Collin County Master Gardeners Association is requesting \$15,000 for advertising, marketing, promotion and advertising of 2024 events at Myers Park including Garden Show, plant sales, A Walk in the Park, and educational workshops.
- Anticipated attendance for the Garden Show is 7,000-9,000.
- Opportunities offered at the Garden Show include children's education and hands-on activities, information about how to buy plants appropriate for North Texas, vetted vendors who provide gardening products and services, research-based horticultural information booths featuring Master Gardeners, interactive presentations and demonstrations, and horticultural activities.
- 2024 Garden Show attendance was 7,500. Spring plant sale attendance is typically around 1,000. Other events range from 150 to 400 (including virtual attendees for workshops).

**BACKGROUND INFORMATION:**

- The Collin County Master Gardeners Association was established to assist and support the Texas A&M AgriLife Extension Horticulture agent in providing the community with research-based information on sustainable practices and environmental stewardship.

**FINANCIAL SUMMARY:**

- MCDC's allocated Promotional and Community Event grant funding for FY 24 in the amount of \$200,000 -- \$100,000 for Cycle I applicants and \$100,000 for Cycle II applicants.
- Total grant funds available for Cycle II, including reappropriation of unused promotional funds from FY23, total \$154,606.
- MCDC awarded a Promotional and Community Event grant totaling \$9,000 to the Collin County Master Gardeners Association for the 2024 Garden Show.

**SUPPORTING MATERIALS:**

- Application Packet
- Presentation