

CITY OF MCKINNEY, TEXAS

Legislation Text

File #: 24-1717, **Version:** 1

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