

# CITY OF MCKINNEY, TEXAS

## Legislation Details (With Text)

<b>File #:</b>	22-0548	<b>Name:</b>	PC 22-21 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>	6/23/2022	<b>Final action:</b>	
<b>Title:</b>	Consider/Discuss Promotional and Community Event Grant Application Submitted by Collin County Master Gardeners Association (PC #22-21) in the Amount of \$10,000.00 for the Advertising, Marketing and Promotion of The 2023 Garden Show.		
<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 #22-21) in the Amount of \$10,000.00 for the Advertising, Marketing and Promotion of The 2023 Garden Show.

**COUNCIL GOAL:** 5C: Continue to market and highlight McKinney as a unique destination for residents and visitors alike

**MEETING DATE:** June 23, 2022

**DEPARTMENT:** McKinney Community Development Corporation

**CONTACT:** Cindy Schneible, President

### ITEM SUMMARY:

- The Collin County Master Gardeners Association is requesting \$10,000.00 for advertising, marketing, promotion and advertising of The 2023 Garden Show.
- Event date is March 18-19, 2023, and will take place at Myers Park.
- Anticipated attendance is 7,000-9,000.
- Opportunities offered at the Garden Show include free tours of the international award-winning Earth-Kind® research and demonstration gardens at Myers Park and Event Center; demonstrations by Master Gardeners and vendors; children's educational activities; educational speakers presenting information on outdoor living for the North Texas environment; marketplace of native and adaptive plants.

### 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 annual allocation for Promotional and Community Event grants is \$200,000. Remaining budget is \$101,000.
- MCDC awarded a Promotional and Community Event grant to the Collin County Master Gardeners Association, in the amount of \$6,000, for the 2018 Garden Show.