

CITY OF MCKINNEY, TEXAS

Legislation Text

File #: 22-0548, **Version:** 1

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.