



# Independent Garden Centers of Maine Annual Meeting

April 15, 2021

# Annual Meeting Agenda

Meeting time: 5:00 PM

Call in number 605.313.4912 access code 259894

Discussion on:

- ✓ 2020 -2021 Trends
- ✓ 2020-2021 Membership Agreements
- ✓ 2020 Year End Results
- ✓ 2021 Media plan → Spring → Fall Plant Something Maine Weekend
- ✓ 2021 New Initiatives

# Horticulture Industry

## Sales trends

- ✓ In 2020 many Garden centers most saw double-digit sales growth.
- ✓ An estimated 18 million new gardeners entered the category nationwide in 2020. That trend is expected to continue and grow in 2021.
- ✓ The supply chain is still recovering from strong sales in 2020.

# Horticulture Industry

## 2020 Consumer trends

Here are several notable patterns we saw from customers in 2020 as a result of the pandemic:

- ✓ Online shopping became the format of choice
- ✓ Deliveries and curbside pickup rose as consumers favored contactless transactions
- ✓ At-home horticulture increased in popularity with more people at home for greater periods of time

## Horticulture Industry

- ✓ The 2021 spring planting season is showing strong sales.
- ✓ Nearly half of the users from within the northeast indicated that they would absolutely be continuing to garden after the pandemic ends.
- ✓ Another 30% said that they would probably be continuing to garden after the pandemic.
- ✓ 80 % of users age 18-24 and 85% of users age 35-44 indicated that they intent to continue gardening after the pandemic. These age brackets represent the highest intent, while users age 55-65 represent the lowest intent- 74%.

## 2020 IGCME Year End Results

- ✓ Strong Sales
- ✓ Total Income \$66,495
- ✓ Carry Over Funding \$39,335

# 2021 Spring TV Advertising

## WEBSITE AND LOGOS

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THE INDEPENDENT GARDEN CENTERS OF MAINE WOULD LIKE TO THANK OUR CUSTOMERS FOR THEIR SUPPORT DURING THE 2020 GROWING SEASON.

COVID 19 MAY HAVE ALTERED OUR LIVES, BUT THE REDISCOVERY OF BACKYARD GARDENING RAISED SPIRITS AS WELL AS PROVIDED EXERCISE AND A BOUNTY OF HEALTHY FOOD FOR MANY MAINE FAMILIES.

NEW AND EXPERIENCED GARDENERS DEPENDED ON THE HELP AND KNOWLEDGE OF THEIR LOCAL INDEPENDENT GARDEN CENTER.

AS THE NEW SEASON APPROACHES, WE HOPE YOU'LL CONTINUE TO RELY ON THE INDEPENDENT GARDEN CENTERS FOR ALL OF YOUR GARDENING NEEDS!

WE'LL HELP YOUR GARDEN FLOURISH WHEN YOU PLANT SOMETHING!

GO TO [PLANT SOMETHING MAINE DOT ORG](http://PLANT SOMETHING MAINE DOT ORG) FOR MORE INFORMATION.

## 2021 Spring TV Advertising

- ✓ Utilize Nielsen numbers to include the most highly ranked and most cost effective (CPM) programming against our target audience of Women 35+ and Adults 25+ (to capture the younger viewers).
- ✓ We are hoping to score some no-charge “news brought by Independent Garden Centers of Maine” :05 spots; those are just nice for added name recognition and branding.
- ✓ The digital schedule includes mostly : 15 Youtube preroll for the vendor spots, but also some standard digital ads that will target the York - Bangor/Rockland region, and those “with interest in gardening”.
- ✓ Paid Instagram and Facebook ads; Susan Brown will be handling the IGC social media.

**Refer to the PDF for the details**



## 2021 Fall Advertising (New this year)

- ✓ Major Digital Focus
- ✓ Determine Plant Something Maine Weekend Date
- ✓ Discuss potential joint (list Garden Centers participating) promotional ideas - 10% off \$100.00 order; \$5 off 50.00; and fundraisers etc..
- ✓ Vendor year-end special deals

## 2021 New Initiatives – “Open Discussion”

- ✓ Website
- ✓ Newsletter
- ✓ Digital Marketing
- ✓ Training
- ✓ Board Policy
- ✓ Exploring a Fall Producer Show
- ✓ Final Thoughts