

# McKINNEY COMMUNITY DEVELOPMENT CORPORATION

## Final Report

Organization: Legacy Keepers of Old East McKinney

Funding Amount: \$8,475

Funding Reimbursement: \$6,670.92

Project/**Promotional**/Community Event: McKinney Día de los Muertos

Start Date: Saturday, October 16, 2021 Completion Date: Saturday, October 16, 2021

Location of Project/**Promotional**/Community Event: Dr. Glenn Mitchell Memorial Park – 300 W. Louisiana Street

**With much gratitude to the McKinney Community Development Corporation Board of Directors, President Cindy Schneible and Staff Linda Jones, it is a pleasure for the Día de los Muertos Team and Legacy Keepers of Old East McKinney to present the final report of the inaugural McKinney Día de los Muertos Celebration.**

Please include the following in your report:

· **Narrative report on the Project/Promotional/Community Event:**

As a native son of McKinney, Jason Hernandez has carried the heart of the East Side of McKinney deep inside. He has carried its rich history and culture. He has carried what started as an event into a sacred experience. Día de los Muertos is a Latin American custom celebrating the lives of the deceased with food, drink, parties and activities that the dead enjoyed in life. It is a beautiful expression of honor and remembrance. This celebration was *Legacy Keepers* personified.

*McKinney Día de los Muertos (DDL M)* - Saturday, October 16, 2021, between the hours of 12-9pm will forever be a first for McKinney. The natural blue sky and sun-kissed morning presented a beautifully serene backdrop for the festivities to come. It was as much entertaining as it was educational – an introduction for some and a reminder for others of the lingering impact of Hispanic Heritage Month in a fresh way for the community.

Beginning in May 2021, Melissa Patrello, StageWorthy Arts owner, began consulting and working on the design concept for McKinney's DDL M celebration. Time was spent visiting the event's location, meeting with the event team and developing prototypes and designs. Once the vision was in place, Patrello put together a team of volunteers and a series of customized, hands-on workshops that ultimately led to the creation of the Día de Los Muertos themed decor, elements and artistic features that were installed in and around Dr. Glenn Mitchell Park's fountain area on the day of the event. What Patrello's team brought together over a period of five months was remarkably artistic!

Melissa's StageWorthy Arts home studio was used to facilitate and host 12 design workshops in the months leading up to the event and resulted in hundreds of

handmade marigolds and floral elements that served as the foundation of the overall design.

StageWorthy Arts also collaborated with several local artists who volunteered their professional time and creative works to help elevate and complete the overall vision.

Workshop attendees also donated many 'overtime' hours not only on the day of the event, but in the last few days leading up, as well as the days after, to help transport, organize and store decor which will be used for future DDLM celebrations.

**Details of donated time from StageWorthy Arts included:**

- 12 DDLM design workshops were created, hosted and facilitated by Melissa Patrello of StageWorthy Arts
- 3 hours - Length of each workshop
- 6 people - Average attendees per workshop
- 220 hours - Craftsmanship time donated by workshop attendees
- 15 people - Design team volunteers on event day
- 86 hours - Donated by design team volunteers on event day
- 400 hours - Time used by Melissa Patrello to provide artistic design and direction for the event
- 300 hours - Out of the 400 hours Melissa used to provide artistic design and direction, 300 were donated
- 606 hours - Total hours donated to create the art installations and decor for McKinney's DDLM event
  
- **Estimated \$ value for donated time for this set of artists:**
- \$4,590 = If workshop attendees were contracted @ \$15/hour for their craftsmanship/labor time (x 306 hours)
- \$12,000 = If professional/artistic labor/time was contracted @\$40/hour
  - \$16,590 = \$ value of professional artistic time and labor that was donated

At the heart of the park's sacred space was the main fountain, located in the middle of the park, transformed into an ofrenda (altar) and surrounded by the vibrancy of color, butterflies and memory trees. This space gave the almost 3,000 persons in attendance a chance to become educated about DDLM and to honor the memories of their loved ones, many building their own ofrendas.

Just as important as the authentic transformation of the park was the entertainment. Diverse in its content, the sounds, the movements and the costumes all reflected Latin culture from across the globe. Live from the City of McKinney's Parks and Recreation Mobile Stage, **entertainers included:**

Mariachi Band; Folklorico Dancers; Vi Beba – Puerto Rican Dancing Musicians; Aztec Dancers; Kumbala Dance Studio and Bombazo, all dressed in authentic regalia. D J Bull and Alfredo Zuniga kept the audience informed and entertained with Latin flavor music! Some 31 Catrina (ladies), Catrin (gentlemen) and Los Bebés (youth) costume

contestants presented vivid, lively examples of the family and friends whose lives and memories were honored.

Two food trucks (King Kups and Fresh Mex), both of which ran out of food on multiple occasions, provided *delicious* Latin cuisine!

With 30+ vendors nestled tightly among decorated trees, the layout of the event included an intentional flow of movement. This flow allowed participants a chance to have educational and interactive experiences through a variety of vendors, cultural expressions and sacred moments. **Vendors included:**

Monarch Messages art and craft; Skull Mask arts and craft; Memory Tree; Boyd High School Face Painting; Holy Family sponsor booth; Andre Holmes; Evelio Aztecs; Ofrenda Kits; Sugar Skulls By Maggie; Artesanias on Hamilton; Yhoaki; ARAI; Crafty Mari; Rodriguez Moda Artesanal; Tiendita de Frida; Lela Fashion; Peace Smudge Love; Mexican Candy; Diggin It; Frida headbands painting; Vita Verde Botanicals; Legacy Keepers of Old East McKinney; MHS ESL BOOTH; Live Painting; Mextilo Artisanal Fashion; King Kups and Fresh Mex.

Through a vendor survey, all vendors shared their gratitude for being a part of this event and many expressed their desire to return next year.

· **Identify goals and objectives achieved:**

- Make people aware of The Legacy Keepers of Old East McKinney's (Legacy Keepers) existence and learn of the African-American and Mexican History we have uncovered and projects we have worked on and future projects that are in the works.

The educational journey of Legacy Keepers was shared throughout the preparation for Día de los Muertos. It included the development of the McKinney Día de los Muertos website ([www.mckinneydiadelosmuertos.com](http://www.mckinneydiadelosmuertos.com)), Facebook (<https://www.facebook.com/mckinneydiadelosmuertos/>) and Instagram ([https://instagram.com/mckinneydiadelosmuertos?utm\\_medium=copy\\_link](https://instagram.com/mckinneydiadelosmuertos?utm_medium=copy_link)) pages; Legacy Keepers Facebook page (<https://www.facebook.com/legacykeepersmckinney/>) paid and donated newspaper articles through *Community Impact* and *McKinney Courier Gazette*. This also included presentations to the following entities:

- McKinney Creative Community
- Kiwanis Club
- McKinney Morning Pride Lions Club
- McKinney Noon Lions Club
- Rotary Club
- Millhouse Lunch and Learn
- Downtown merchants
- Roy & Helen Hall McKinney Public Library (Genealogy Week)
- KLAK Radio



Throughout the event, Legacy Keepers shared information with the general public in its tent that was adjacent to the stage. Ongoing opportunities were provided to inform the spectators from the main stage.

● **Collaboration, support and involvement with local community members, businesses, artists, city entities.**

To accomplish the vision, the collaborative efforts required a team of multifaceted talents and diversely accomplished expertise. This included:

Jason Hernandez	Creative Visionary/Leader
Melissa Patrello	Decor/Arts
Wendy Kidd	Organizer/Track Sponsorships
Blynda Christian	Advisor/Costume Contest
Theresa Strange	Social Media
Beth Bentley	Legacy Keepers Representative/Sponsorships
Celeste H. Cox	Vendors
Kina Vinson	Volunteers
Tate Mulligan	Advisor

Because of the intricate details of combining art with culture in a way that was deeply honored, Jason’s vision included having Melissa Patrello of StageWorthy Arts at the helm, along with the details of event planning in Wendy Kidd and Each and Every Detail. Altogether, the team was able to amass the unique artistry of local talent like Andrea Garcia Nichols, the daughter of the late Councilwoman Gilda Garcia Garza; the marketing experience of Theresa Strange, the expertise of Blynda Christian through Barkus on the Square, the sponsorship development experience of Beth Bentley; events experience of Celeste H. Cox, Kina Vinson and Tate Mulligan and the video production of Elizabeth Justice Allen & Chad Hatcher of Extreme Heights Production VIDEO – drone footage:

<https://www.facebook.com/100007951486090/posts/3009791192629234/>.

**Artistry through StageWorthy volunteerism included:**

- 12 DDLM design workshops were created, hosted and facilitated by Melissa Patrello of StageWorthy Arts
- 3 hours - Length of each workshop

- 6 people - Average attendees per workshop
- 220 hours - Craftsmanship time donated by workshop attendees
- 15 people - Design team volunteers on event day
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The downtown McKinney business community was very open to learn more about Día de los Muertos, including establishing ofrendas in their establishments.

City entities played an integral throughout the planning and event process. This included:

- McKinney Community Development Corporation
- Parks and Recreation Department
- McKinney Main Street
- McKinney Arts Commission
- McKinney Performing Arts Center
- McKinney Public Safety
- Visit McKinney
- City of McKinney Streets, Water & Sanitation
- McKinney Public Library
- Mayor, City Council and City Manager



● **Getting students involved in the learning, development and presentation of McKinney's Mexican Culture:**

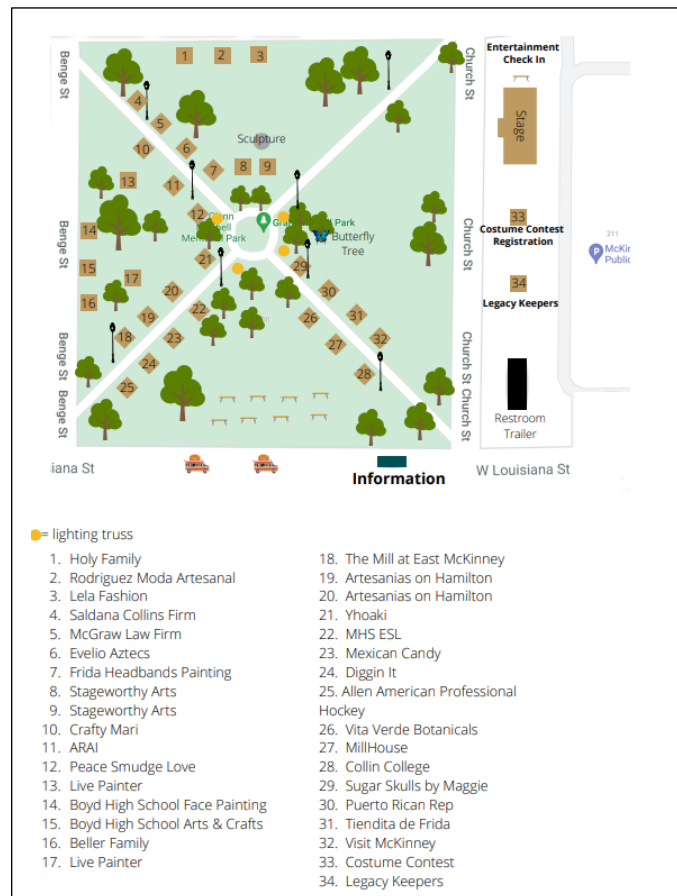
The local high schools served well! They were educated about DDLM along the way, particularly through hands-on teaching by Jason Hernandez. The volunteer base included:

- Total Registered Volunteers that signed in at the event- 73
- Walk-up Volunteers (non-student) - 18
- McKinney Boyd High School Students - 15
- McKinney High School Students - 11
  - Total Volunteers on Event Day - 117
- Student volunteers were very engaged in providing support as registered volunteers and through their organic desire to serve with
  - event set-up and tear-down

- face painting to 175 faces
- a McKinney Choir singing alongside one of the entertainers
- taking photos individually and alongside of an experienced photographers:
  - <https://ashleerussphotography.shootproof.com/gallery/16342363/> (code: 456743)
  - <https://photos.app.goo.gl/atnZsGcxR7SBFbWS9> (Elijah Whitson Photography)
- The entertainers were multigenerational. This reflected the Latin and Mexican culture of raising children to understand, participate in and honor their culture from a young age.

● **Connecting with other local community members, businesses, artist, city entities, students who are not aware of Legacy Keepers**

Intentional connections and collaborative opportunities were made throughout the preparation for Día de los Muertos and during the actual event. The layout of the event, for instance, moved the flow of guests in a way that created an intentional experience of a variety of vendors, community educational influences, cultural expressions and sacred moments to honor loved ones. Additionally, bringing these groups together required sharing the history of the event and why certain aspects of the park had to be set as it was, leading to more connections among vendors and guests.



- Financial report – budget as proposed and actual expenditures, with explanations for any variance. If the event includes a charitable component, include the donation made.

### McKinney Día de los Muertos Income-Expenses Summary

<b>Dia de los Muertos - 10.16.21</b>	<b>BUDGET</b>	<b>ACTUAL</b>
<b>Income</b>		
Sponsorships	\$15,500.00	\$18,350.00
MCDC	\$8,475.00	\$6,670.92
Food Trucks	\$1,050.00	\$716.00
Vendor Booths	\$1,000.00	\$750.00
<b>TOTAL INCOME</b>	<b>\$26,025.00</b>	<b>\$26,486.92</b>
<b>Expenses</b>	<b>BUDGET</b>	<b>ACTUAL</b>
Website	\$250.00	\$187.06
Print 2000 tri-fold brochures	\$1,150.00	\$695.40
200 18"x24" posters for downtown businesses	\$925.00	\$0.00
2 8'x10' murals displayed downtown	\$2,400.00	\$0.00
Local newspapers - Community Impact/McKinney	\$0.00	\$1,615.00
Local news interview	\$0.00	\$0.00
Create social media presence - FB, IG, TikTok, Tw	\$0.00	\$0.00
Social Media Ads	\$1,000.00	\$2,270.40
Advertise on billboard rider - Central Exp in McKin	\$450.00	\$0.00
Yard Signs along Virginia	\$500.00	\$150.00
Branding - logo, t-shirt design and poster design	\$1,800.00	\$1,753.06
Artistic Decor	\$7,500.00	\$4,500.00
DJ & Entertainment	\$3,450.00	\$3,400.00
Event Security	\$810.00	\$810.00
Special Events Permit Fee	\$100.00	\$100.00
Mobile Stage Rental Fee	\$1,500.00	\$1,500.00
Lighting and Sound	\$0.00	\$2,500.00
Event Insurance	\$750.00	\$580.00
Restroom Trailer	\$2,000.00	\$2,521.97
PayPal Fees	\$0.00	\$75.63
General Supplies	\$0.00	\$47.15
T-shirts	\$1,823.58	\$1,823.58
Butterfly Cut-outs	\$243.56	\$225.00
<b>MCDC EXPENSES</b>	<b>\$8,475.00</b>	<b>\$6,670.92</b>
<b>TOTAL MINUS MCDC EXPENSE</b>	<b>\$18,177.14</b>	<b>\$18,083.33</b>
<b>TOTAL EXPENSE</b>	<b>\$26,652.14</b>	<b>\$24,754.25</b>
<b>TOTAL NET INCOME</b>	<b>-\$627.14</b>	<b>\$1,732.67</b>

**In-kind Donations:**

<b>Donated Service/Product</b>	<b>Value</b>	<b>Donor</b>
<b>Handcrafted Décor</b> if professional/artistic labor/time were contracted	<b>\$12,000 (@\$40/hr)</b>	StageWorthy Arts
<b>Handcrafted Décor</b> if workshop attendees were contracted for their craftsmanship/labor time	<b>\$4,590 (@\$15/hr)</b>	StageWorthy Arts
<b>Website</b> (mckinneydiadelosmuertos.com)	<b>\$2,500</b>	Wendy Kidd – Each and Every Detail
<b>Water</b>	<b>\$3,500</b>	Hint Water
<b>Printing</b>	<b>\$750</b>	McKinney Main Street
<b>The Shed</b> - Command Center/Volunteer Headquarters	<b>\$500</b>	MCDC
<b>TOTAL</b>	<b>\$23,840</b>	

The community reached out beyond our expectation with participation through public and private financial contributions, products and expertise, as evidenced below in the video and sponsorship promos. Being the first event of its kind, there was a lot of willingness to participate and to see this cultural experience come to life in a very vibrant way.





A video of thanks to our  
Sponsors

<https://www.facebook.com/105787561763082/posts/158279023180602/>



What people had to say:



**laurarodram**

**I MOVED TO MCKINNEY 18 YEARS AGO  
AND THIS IS THE FIRST TIME ITS  
EVER FELT A LITTLE BIT LIKE HOME.**

**THANK YOU  
@MCKINNEYDIADELOSMUERTOS**

**CELEBRATING OUR BEAUTIFUL  
CULTURE MAKES MY HEART SMILE**

**@DOWNTOWNMCKINNEY**

 **Jamie Lee Eichelberger** Oct 17 · 🌐

[McKinney Dia De Los Muertos Festival](#) yesterday ❤️ 'Day of the Dead.' The decor was absolutely beautiful; all of the Marigolds, Butterflies, Sugar Skulls! The vendors had such amazing art. I love how McKinney embraces different cultures. What a beautiful way to celebrate loved ones who have passed on.



  **67** >

Most Relevant ▾

 **Michele Monaghan**  
Wow, this event was breathtaking in all the best ways. Loved it and could tell a lot of care and attention to detail went into the planning and execution. We had a great time!

3w Like Reply 6  

Hide

< **Kathryn Folklorico Danc...** :  
7:53 PM, Oct 25

(No subject)

Jason,

Thank you for inviting us to your Dia de los Muertos Celebration! Our group really loved performing for the City of McKinney. Everyone was very friendly and the meet and greet appeared to be well received. Our group felt like we were in Mexico at one of their Dia de los Muertos celebrations! The video you sent was extraordinary and very well done! We really look forward to an invitation for next year so we can participate in your next creative and fantastic Dia de los Muertos Celebration!

  **50** >

 **David S. Duke**  
Absolutely beautiful celebration and event!! You guys did an incredible job putting this together!! Thank you for all your hard work and also all the volunteer help from the HS youth. They were amazing.

2w Like Reply 2  

Hide

 Author  
**McKinney Dia De Los Muertos**  
[David S. Duke](#) delighted you and your family were part of it and also added to the beauty of it

2021 Dia de los Muertos Vendor Survey

Vendor Monarch Messages  
Booth # 8:9

Please Rate the event

1 2 3 4 5 6 7 8 9 10  
Poor Average Excellent

Do you want to participate in this event in 2022?

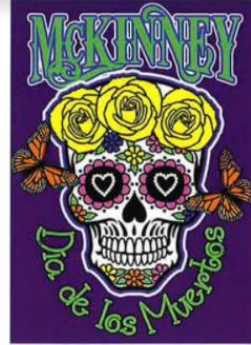
X Yes \_\_\_\_\_ No

If Yes, would you like to have the same booth? \_\_\_\_\_ Yes

Would you like a different booth? X Yes \_\_\_\_\_ Booth Number

We would love your feedback:

- Love spot !!  
- MORE TABLES please  
- Would love quiet/counselors assisting booth -  
lots of people still grieving.



2021 Dia de los Muertos Vendor Survey

Vendor Anni Jewelry  
Booth # 11

Please Rate the event

1 2 3 4 5 6 7 8 9 10  
Poor Average Excellent

Do you want to participate in this event in 2022?

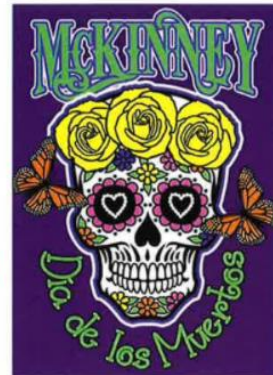
✓ Yes \_\_\_\_\_ No

If Yes, would you like to have the same booth? ✓ Yes

Would you like a different booth? \_\_\_\_\_ Yes \_\_\_\_\_ Booth Number

We would love your feedback:

Love all the Booths, people and the  
way my culture is being exposed to new generations.  
Love the energy and the creativity.

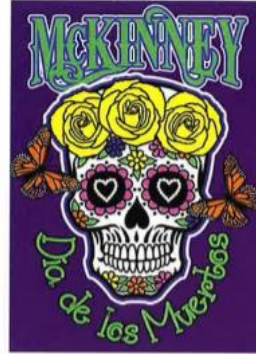


2021 Dia de los Muertos Vendor Survey

Vendor Fresh Mex  
Booth # FOOD TRUCK

Please Rate the event

1 2 3 4 5 6 7 8 9 10  
Poor Average Excellent



Do you want to participate in this event in 2022?

Yes  No

If Yes, would you like to have the same booth?  Yes

Would you like a different booth?  Yes  Booth Number

We would love your feedback:

Amazing event, really liked the  
social content.

ran out of food 3 times

“I didn’t go actually - we had to be somewhere else, sadly. My high school son was AMAZED and people kept posing for him as if he was the official event photographer! He got some great shots so I felt obligated to share.

He’s an aspiring young photographer so he’s just getting better. He will edit many of these and I’ll send them when he’s done. He might even post some on his website [www.elijahwhitson.com](http://www.elijahwhitson.com).” – **Mother of spontaneous youth photographer, Elijah Whitson**

- Samples of printed marketing and outreach materials (MCDC logo to be included)

# DÍA DE LOS MUERTOS PRINTED MARKETING & OUTREACH

10.16.21

Community Impact (paid ad)

**JEREMIA'S MEXICAN ICE CREAM**  
LIVE LIFE TO THE COOLEST.  
24 FLAVORS DAILY!  
Grab a FREE sample today!  
Drive Thru AVAILABLE  
BUY ONE GET ONE 1/2 OFF!

**McKINNEY Dia de los Muertos Celebration**  
Event: Saturday, October 16, 2021 12PM - 9PM  
Dr. Glenn Mitchell Memorial Park  
300 W. Louisiana St. McKinney, TX 75069

Food Trucks - Live Music & Performances - Crafts for Kids - Arts - Adult & Youth Dia de los Muertos Costume Contest  
A devoted time of remembrance to celebrate and honor the legacies of the dead through those who live!

MCDC  
Elizabeth Justice  
AP  
M  
L

JEREMIASICE.COM  
#JEREMIASICE3001 | 214.842.8843

McKinney Courier-Gazette - FREE

**McKinney Courier-Gazette**  
STAR 400

**'WHY WE'RE HERE'**  
Eye opener

**Resignation rescinded**

**Half celebration, half education**

McKINNEY

**YARD SIGN**

**McKINNEY**  
Sat, Oct. 16  
12pm - 9pm  
Dr. Glenn Mitchell Memorial Park  
Dia de los Muertos  
MCDC  
McKINNEY COMMUNITY DEVELOPMENT CORPORATION

**4X6 CARDS**

A sincere Thank You to the following for helping to make our first McKinney Dia de los Muertos possible!

MCDC  
McKINNEY COMMUNITY DEVELOPMENT CORPORATION

Sponsored By  
ME TX

Elizabeth Justice studios  
EACH & EVERY DETAIL  
THE COTTON MILL  
GIRTS SANCTUARY

www.mckinneydiadelosmuertos.com

· Screen shots of online Promotions (MCDC logo to be included)



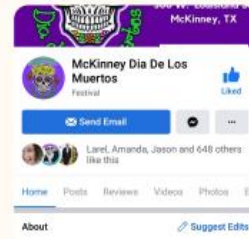
Posts Followers Following

Legacy Keepers East McKinney  
The first McKinney Dia de los Muertos, provided by the Legacy Keepers of Old East McKinney, will be a day of fun with food. m... more  
www.mckinneydiadelosmuertos.com/  
Followed by mabatepatin54, volunteer\_mckinney and 6 others

Follow... Message Email

Los Bebés Sponsors Colvaras Otterdos

Instagram & Facebook



McKinney Dia De Los Muertos

Festival

651 people like this including Blynda Christian and 58 friends

← Page Insights

Oct 17 - Nov 13

Last 28 days



Posts

SEE MORE

12 posts published in the last 28 days.



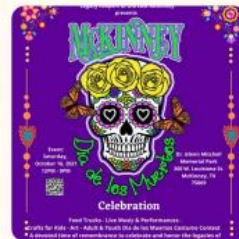
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Legacy Keepers East McKinney  
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www.mckinneydiadelosmuertos.com/  
Followed by mabatepatin54, volunteer\_mckinney and 6 others

Follow... Message Email

Los Bebés Sponsors Colvaras Otterdos

Instagram & Facebook



McKinney Dia De Los Muertos

Festival

Liked

Send Email



Larel, Amanda, Jason and 648 others like this

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About

Suggest Edits



## Live and On-Location at DIA DE LOS MUERTOS

Make an impact and enjoy the success as 97.5 KLAQ hosts a two hour live appearance at your event on **Saturday, October 16 from 11a-1p.**

Generate increased awareness and excitement by inviting our listeners to join 97.5 KLAQ for an exciting live appearance at your business!

**Your Live and On-Location Package Includes:**

- A two-hour live appearance at your business location with KLAQ's on-air personality Alan Freemont (weekdays 2p-6p).
- A minimum of six (6) live call-in's during your appearance, 3 per hour.
- A minimum of 24 on-air promotional announcements to run the week prior to your event inviting our listeners to attend plus 2 custom promos the hour before your remote from your personality reminding listeners to come join us.
- Games, Contests, and KLAQ prizes for giveaways.
- The KLAQ station vehicle prominently displayed outside of your business during the two hour event.
- Inclusion on the KLAQ What's Happening Events Page on [www.975klak.com](http://www.975klak.com).

**Investment: \$1,375**

(Includes \$250 Talent/Promotional Fee)

A live three (3) hour on-location appearance can be purchased for \$1875 which includes a total of nine (9) live call-in's during your event.



## 2021 Weekly Frequency Plan

### Dia de los Muertos event Saturday, October 16

2 week  
campaign

Weekly Schedule:

15x Mon-Fri 6am-7pm  
15x Mon-Sun 5am-12am

That's 30 commercials per week

Plus! 45 streaming commercials per week = 75 ADS TOTAL

• Oct 4 - 10

Production of your 30 second ad included

• Oct 11 - 15

Weekly Net investment: \$435

- \*\*\*\*\*Bonus: 6 additional 30 second spots per week to support your 1<sup>st</sup> time event in McKinney!!

- Total Investment: \$870 ( 2 weeks)

Approval: Paul Bentley

Date: 09/24/2021



# KLAK Listener Profile

<u>Gender</u>		<u>Age (77% 25-54)</u>		<u>Education</u>		<u>Home Ownership</u>	
Female	75%	12-17	3%	College Degree or more	38%	Own	68%
Male	25%	18-24	6%	Some College	33%	Rent	26%
		25-34	21%	High School Grad/GED	19%	Other	4%
		35-44	29%	Vocational/Trade School	3%		
		45-54	27%				
		55-64	13%				
		65+	1%				

<u>Employment</u>		<u>Occupation</u>		<u>HH Income (53% 50K+)</u>	
Full Time	58%	Management	5%	Under 25K	16%
Part Time	11%	Business/Financial	7%	25K - 35K	11%
Self-Employed	7%	Professional/Medical	16%	35K – 50K	17%
Student	3%	Service	3%	50K – 75K	29%
Retired	4%	Sales	4%	75K – 100K	12%
Looking	7%	Office Administration	19%	100K+	12%
		Industrial/Labor	5%		
		White Collar	6%		
		Blue Collar	7%		
		Homemaker	12%		



Source: On-line Survey taken by KLAK Listeners  
Sample: 206



## ← Insights (i)

Last 90 Days ▾
Aug 16 - Nov 13

### Insights Overview

You gained 345 more followers compared to May 18 - Aug 15.

Accounts reached 8,655 >

Accounts engaged 540 >

Total followers 569 >  
+154%

## ← Audience Insights

Sofia Silva, Juanita Solorzano and 648 other people like your Page

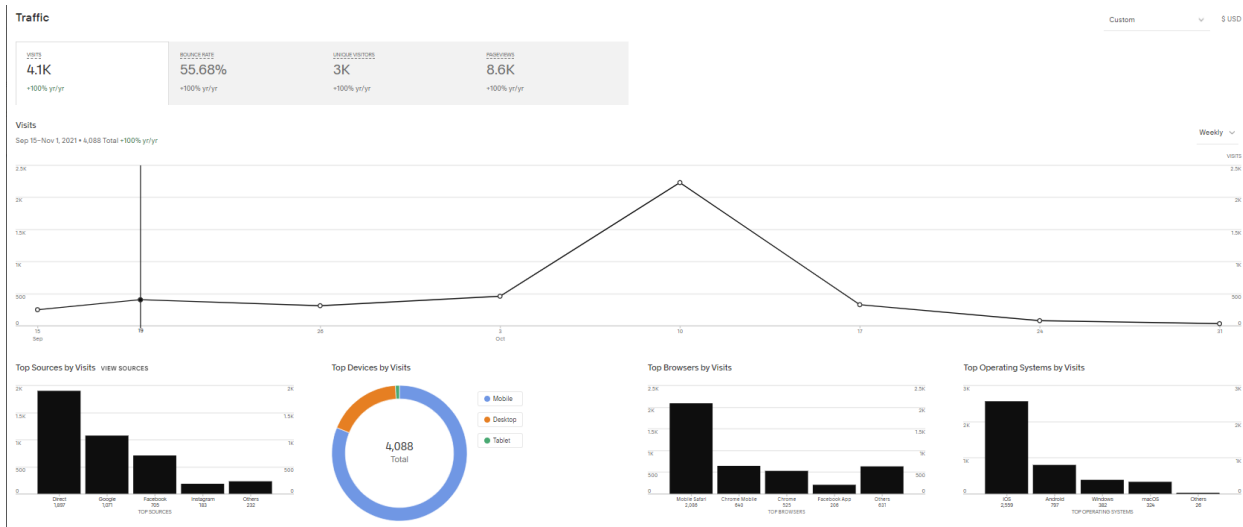
### Age and Gender

People who like your Page are in these age and gender groups. These numbers are estimates.

**539** (83%) Women
**104** (16%) Men

## mckinneydiadelosmuertos.com

### Website Traffic 9.15-11.1.21



# Website Traffic Sources – 9.15-11.1.21

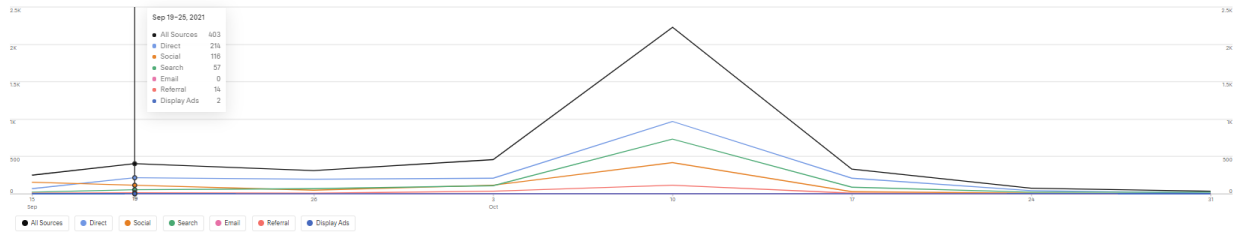
## Traffic Sources

Custom \$ USD

### Visits

Sep 15–Nov 1, 2021 • 4,088 Total

Weekly



Source	Visits
Direct	1,900 (46.5%)
Search	1,111 (27.2%)
Social	888 (21.7%)
Referral	184 (4.5%)
Display Ads	3 (0.07%)
Email	2 (0.05%)

# Website Form & Button Conversions – 9.15-11.1.21

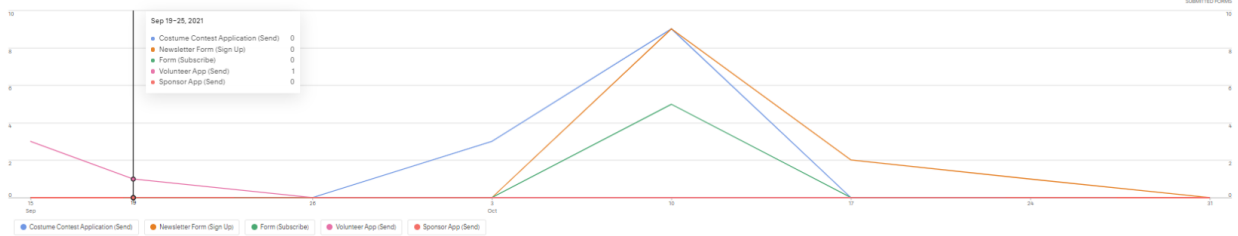
## Form & Button Conversions

Custom \$ USD

### Form Submissions

Sep 15–Nov 1, 2021 • 33 Total • +100% yr/yr

Weekly



### Form Details

Form Name (Button Text)	Submissions	Unique Views	Conversion Rate
Costume Contest Application (Send)	12	407	2.9%
Newsletter Form (Sign Up)	12	1,757	0.7%
Form (Subscribe)	5	717	0.7%
Volunteer App (Send)	4	45	8.9%
Sponsor App (Send)	0	102	0.0%

· Photographs, slides, videotapes, etc.

Planned photography:

<https://ashleerussphotography.shootproof.com/gallery/16342363/> (code: 456743)

Spontaneous photography with this testimony:

*Hello! My son captured some amazing shots of the event! <https://photos.app.goo.gl/atnZsGcxR7SBFbWS9>*

*Feel free to use any you like (Courtesy Elijah Whitson Photography)*

Drone Footage:

Elizabeth Justice Allen & Chad Hatcher of Extreme Heights Production VIDEO – drone footage:

<https://www.facebook.com/100007951486090/posts/3009791192629234/>



A screenshot of a Facebook post by Jason Hernandez, dated October 21. The post features a circular profile picture of a man in a suit and a globe icon. The text of the post reads: "Please watch this amazing video of our McKinney Dia de los Muertos Celebration:... See More". Below the text is a video thumbnail showing a large, colorful, circular structure resembling a camera lens or a decorative element, surrounded by greenery. At the bottom of the post, there are engagement metrics: 323 likes, 135 comments, 67 shares, and 2.8K views.

Jason Hernandez  
Oct 21 · 🌐

Please watch this amazing video of our McKinney Dia de los Muertos Celebration:... See More

👍❤️ 323    135 Comments · 67 Shares · 2.8K Views

# Dia de los Muertos



# Honor



# La celebración



# Día de los Muertos



## Catrin, Catrina & Los Bebes



## Entretenimiento



## La colaboración

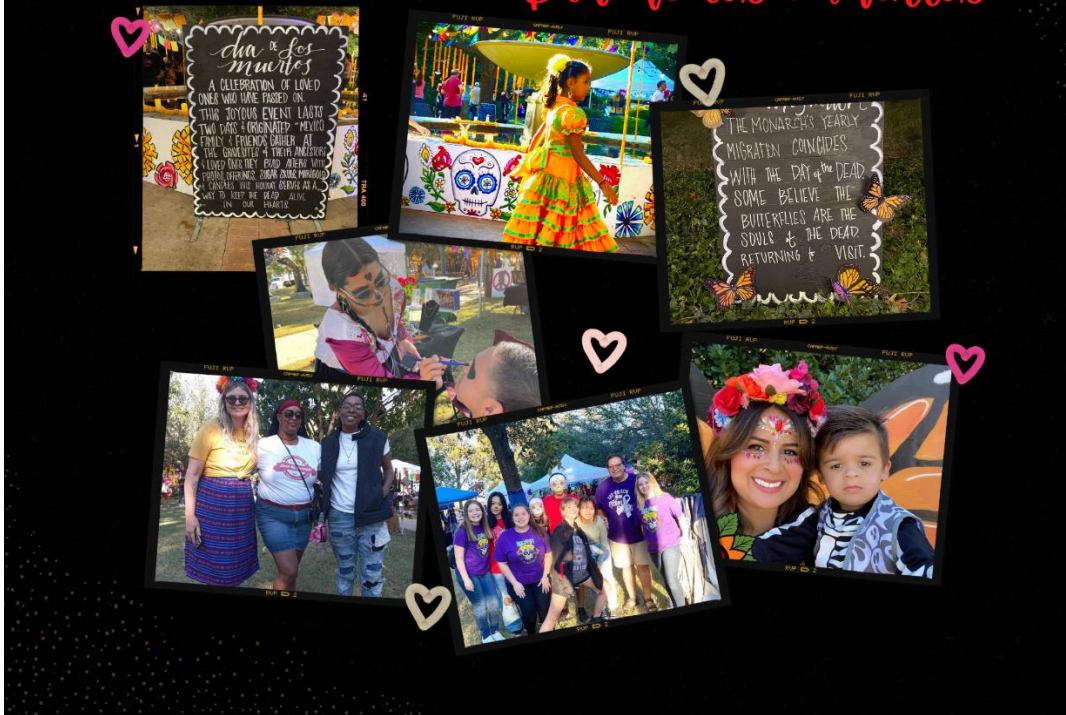


## Preparación para el éxito





# Día de los Muertos



Until next time... Hasta la próxima!



• Performance against metrics outlined in application

Metrics to Evaluate Success

- Attendance: We expect to bring 3,000-5,000 people to the McKinney Square on a Saturday in October 2021 and positively impact the businesses who participate in our event and/or are located nearby. **ACTUAL PARTICIPANTS: 2,500 AND BUSINESS IMPACT PER THE RETAIL COACH:**



Dr. Glenn Mitchell Memorial Park  
(Día de los Muertos)

Mobile Data Survey  
MCKINNEY, TEXAS



Prepared for The McKinney Community Development Corporation  
October 16, 2021

800.851.0962 | INFO@THERETAILCOACH.NET | THERETAILCOACH.NET | AUSTIN, TEXAS • TUPELO, MISSISSIPPI

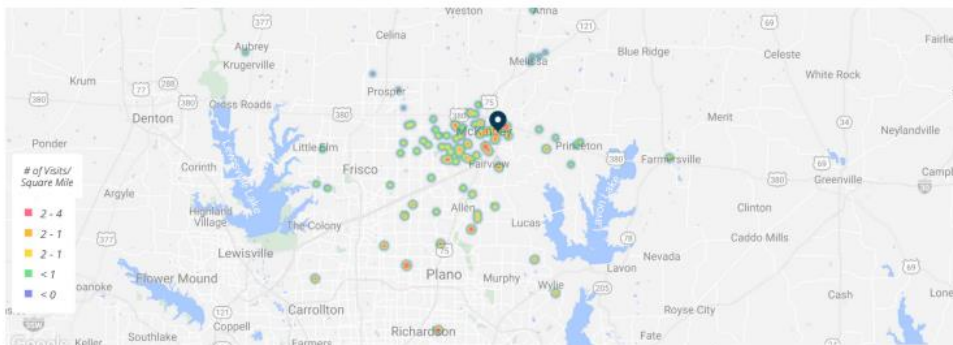
Metrics

Est. # of Visits

Dr. Glenn Mitchell Memorial Park

2.5K

Trade Area - Home Locations

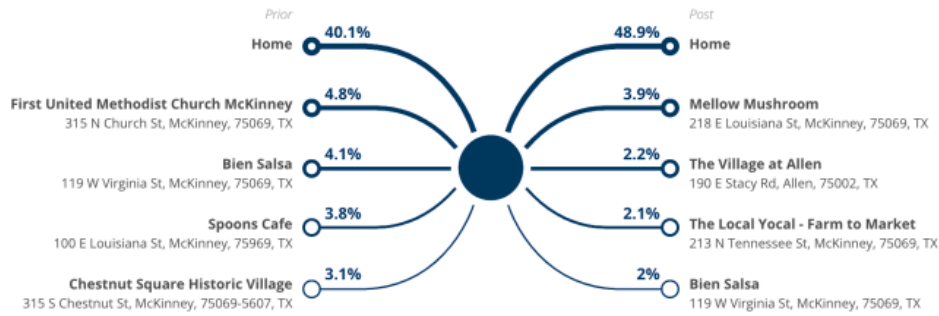


Typical Customer Persona

Dr. Glenn Mitchell Memorial Park

	Ethnicity	White
	Income	\$75K - \$100K

Dr. Glenn Mitchell Memorial Park / McKinney



Favorite Places

Rank	Place	Distance	Count (Percentage)
1	Bien Salsa W Virginia St	0.07 mi	178 (7.2%)
2	First United Methodist Church McKinney N Church St	0.17 mi	108 (4.4%)
3	Cameron Crossing N Central Expy	1.68 mi	107 (4.3%)
4	Mellow Mushroom E Louisiana St	0.22 mi	103 (4.2%)
5	Spoons Cafe E Louisiana St	0.13 mi	101 (4.1%)



- *Non-McKinney Attendance: We expect our non-McKinney participation to be high, possibly 40%. We believe that many from surrounding communities that do not have a Day of the Dead event will attend ours, such as those from Allen, Frisco, Anna, Celina, Plano, Richardson, Prosper, etc.*

**ACTUAL NON-MCKINNEY PARTICIPATION PER THE RETAIL COACH: 52.76%**

Dr. Glenn Mitchell Memorial Park (Día de los Muertos) • Mobile Data Analysis  
McKinney, Texas • October 16, 2021

CITY	STATE	ZIP CODE	% OF CUSTOMERS
McKinney	TX	75070	21.4
McKinney	TX	75069	20.64
McKinney	TX	75071	10.72
Allen	TX	75002	5.12
Plano	TX	75075	3.63
Wylie	TX	75098	2.74
Plano	TX	75025	2.74
Sherman	TX	75090	2.62
Denison	TX	75020	2.38
Princeton	TX	75407	2.26
Frisco	TX	75035	2.22
Richardson	TX	75081	2.02
Frisco	TX	75034	1.93
Plano	TX	75093	1.73
Van Alstyne	TX	75495	1.73
Plano	TX	75023	1.61
Carrollton	TX	75007	1.61
Plano	TX	75074	1.57
Allen	TX	75013	1.45
Fort Worth	TX	76123	1.29
Melissa	TX	75454	1.25
Myrtle Beach	SC	29577	1.17
Anna	TX	75409	1.01
Austin	TX	78738	0.93
Fort Lauderdale	FL	33332	0.85
Mansfield	TX	76063	0.81
Prosper	TX	75078	0.77
Farmersville	TX	75442	0.73
Forney	TX	75126	0.6
Aubrey	TX	76227	0.44

- *Monetary Impact: Our financial focus is to establish a baseline for this event and cover the costs of this event plus set us up for future events as our hope is this will become an annual event. Our goal is to raise \$15,000 in addition to this grant to cover expenses such as entertainment, decor, equipment needed (such as porta potties) and labor such as security. All excess funds will go to support Legacy Keepers and their initiatives to raise awareness of Hispanic/Black culture in McKinney.*

**EXCESS FUNDS OF \$1,732.67 ARE EXPECTED TO INCREASE UPON RECEIPT OF APPROXIMATELY \$1,500 IN OUTSTANDING SPONSORSHIPS.**

Dia de los Muertos - 10.16.21	BUDGET	ACTUAL
<b>Income</b>		
Sponsorships	\$15,500.00	\$18,350.00
MCDC	\$8,475.00	\$6,670.92
Food Trucks	\$1,050.00	\$716.00
Vendor Booths	\$1,000.00	\$750.00
<b>TOTAL INCOME</b>	<b>\$26,025.00</b>	<b>\$26,486.92</b>
<b>MCDC EXPENSES</b>	<b>\$8,475.00</b>	<b>\$6,670.92</b>
<b>TOTAL MINUS MCDC EXPENSE</b>	<b>\$18,177.14</b>	<b>\$18,083.33</b>
<b>TOTAL EXPENSE</b>	<b>\$26,652.14</b>	<b>\$24,754.25</b>
<b>TOTAL NET INCOME</b>	<b>-\$627.14</b>	<b>\$1,732.67</b>

- *Educational Impact: This event is meant to engage residents and visitors in awareness of Hispanic and Black culture and heritage in McKinney. Our goal is also to achieve email signups for Legacy Keepers to gain a larger audience, volunteers and ambassadors. This will be achieved by a booth with Ambassadors to teach guests about Legacy Keepers and encourage them to visit the Legacy Keepers website and sign up for their email list to learn more about Legacy Keeper events.*

**IN ADDITION TO THE 30+ VENDORS, LEGACY KEEPERS PROVIDED A BOOTH THAT EDUCATED PARTICIPANTS IN MEXICAN AND BLACK CULTURE THROUGH EDUCATIONAL MATERIALS, TRIVIA AND AN OFRENDA. MAILCHIMP WAS ESTABLISHED TO CAPTURE EMAILS AND ON-SITE SIGN UP FOR FUTURE CONNECTIONS.**



Thank you!