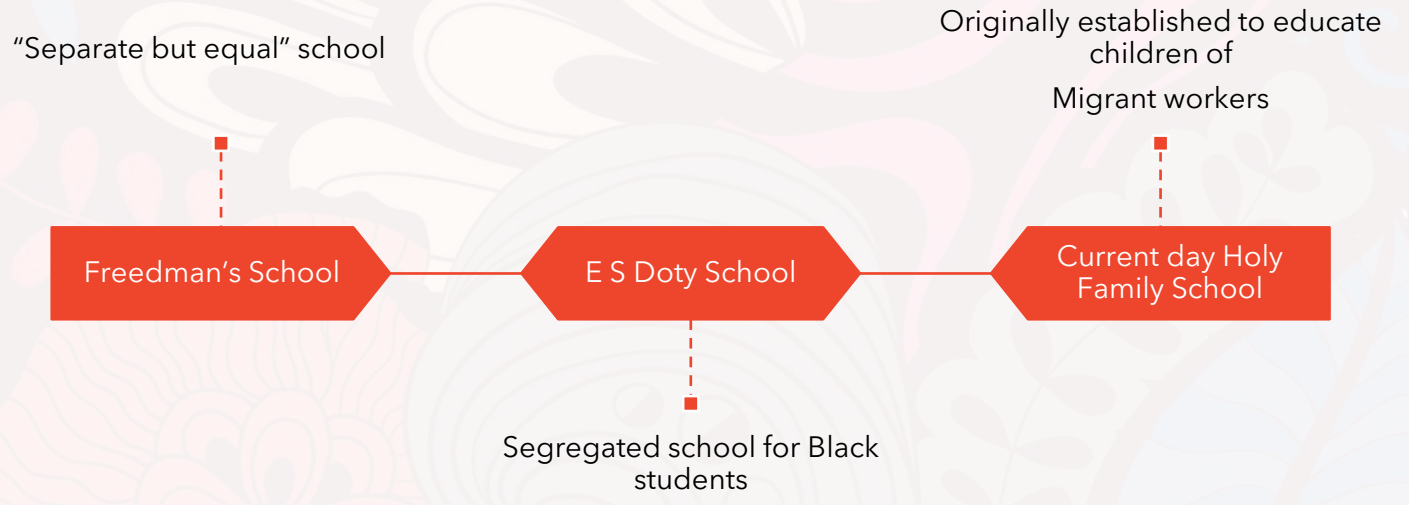




THE MANY FACES & SHADES OF EDUCATION

Holy Family School in Partnership with
Legacy Keepers of Old East McKinney

Many Faces. Many Shades. 1 Focus → Education.



Professor Edward Sewell (E S) Doty · Leonard "Coach" Evans" · Albert A. Malvern
Iola L. Davis Malvern · Reuben Johnson · Jesse McGowen, Jr.
Father Jose Vega · Dr. Maria Luisa Vega



LEGACY KEEPERS OF OLD EAST MCKINNEY

Pop-up Museum – February 19-20, 2022

- Holy Family School (HFS) operates in the former E. S. Doty High School building.
 - Doty High School is the formerly segregated school which educated Black students from McKinney and from throughout the surrounding communities.
 - In partnership with Legacy Keepers of Old East McKinney (Legacy Keepers), the space of HFS will be transformed into an inaugural pop-up museum of a site that is saturated in McKinney's Black and Mexican history.
 - The museum will include the "Many Faces and Shades of Education," including photos, relics, documents, videos and storytelling.
 - There will be an opportunity for a sacred walkthrough by Doty alums and their legacies.

The Tours:

- On-site and shuttle/bus tour guides will include persons who grew up in the communities that are being toured, along with others who will be trained.
 - As a pilot tour launch, we desire to create space for groups to reflect on their tour experience through discussions immediately following. It is our goal to promote cultural experiences for the entire community.
 - Partnership opportunity with Holy Family School, E S Doty Alumni, McKinney Black History Month Chamber Foundation Committee, Senior Parks & Recreation Center, McKinney Public Library, Collin County History Museum and many community friends.
 - Intentional multi-generational age groups will be targeted for the tours in order to ensure that persons of all ages, races, geographic and socio-economic backgrounds can participate.

The Financial Goal:

Overview of Promotional/Community Event financial goal?

Gross Revenue	\$12,100
Projected Expenses	\$ 7,100
Net Revenue	\$ 5,000

What dollar amount and percentage of Promotional/Community Event funding will be provided by other sources such as sponsorship, registration fees, individual or corporate donations, etc.?

Sponsorship Revenue	\$3,000
Registration Fees	\$ 0
Donations	\$1,000
Other (raffle, auction, etc.)	\$1,000
Net Revenue	\$5,000

Marketing & Outreach:

Marketing and Outreach

- Provide specific detail regarding the advertising, marketing plans and outreach strategies developed for this event.
 - \$2500 - 15 Pop-up banners that will be used throughout the museum will be placed throughout the community (churches, businesses, schools, etc.) as marketing items.
 - \$2,100 – Local newspapers; Social media promo
 - \$1,000 – Branding – Logos; t-shirt and keepsake designs, poster designs – Nostalgic neighborhood and “Many Shades of Education” promo
 - \$750 – 3 - 4’x15’ promotional banners
 - \$500 – Website promotion
 - \$250 – 10– 24”x36” promotional
- TOTAL - \$7,100**

Metrics to Evaluate Success:

Metrics to Evaluate Success

- Outline the metrics that will be used to evaluate success of the proposed Promotional/Community Event. If funding is awarded, a final report will be required summarizing success in achieving objectives outlined for the event.
- Tours: We expect to host 6-10 historic neighborhood and former E S Doty High School tours; the number per hour is TBD
- Community Impact: Our goal is to highlight some up-and-coming small businesses, particularly those with kinship to E S Doty Alums.
- Monetary Impact: Our goal is to raise a minimum of \$5,000 to support HFS and Legacy Keepers scholarships.
- Educational Impact: This event is meant to engage residents and visitors in awareness of Black culture for Black History Month and Black and Mexican legacies of McKinney, along with all cultures.



THANK YOU!

December 2021