



# DÍA DE LOS MUERTOS MCKINNEY 2022

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION PRESENTATION

JUNE 23, 2022

LEGACY KEEPERS OF OLD EAST MCKINNEY PRESENTS...  
DÍA DE LOS MUERTOS MCKINNEY 2022

LET'S CELEBRATE!

A LATIN AMERICAN CUSTOM CELEBRATING THE LIVES OF THE DECEASED  
WITH FOOD, DRINK, PARTIES, AND ACTIVITIES THAT THE DEAD ENJOYED  
IN LIFE.

FAMILY. COMMUNITY. ART. CULTURE.

Presenters:

Jason Hernandez - DDLM Director

Beth Bentley – Legacy Keepers



# HIGHLIGHTS OF THE INAUGURAL YEAR 2021

ELIZABETH JUSTICE ALLEN & CHAD HATCHER OF EXTREME HEIGHTS PRODUCTION



# ATTENDANCE & MARKETING 2021

ATTENDANCE: 2.5K+



The screenshot shows a report header for 'The Retail Coach' with a logo featuring a stylized 'R'. The report title is 'Dr. Glenn Mitchell Memorial Park (Día de los Muertos) Mobile Data Survey MCKINNEY, TEXAS'. It includes a small circular logo for 'McKinney' and text indicating it was prepared for 'The McKinney Community Development Corporation' on 'October 16, 2021'. At the bottom, a 'Metrics' section shows 'Dr. Glenn Mitchell Memorial Park' with an estimated number of visits of '2.5K'.

MARKETING:

McKinney Día de los Muertos website ([www.mckinneydiadelosmuertos.com](http://www.mckinneydiadelosmuertos.com))

Facebook (<https://www.facebook.com/mckinneydiadelosmuertos/>)

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*.

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 paid advertisement



# MARKETING TRAFFIC SNAPSHOT 2021



## 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

Oct 11 - 15

Production of your 30 second ad included

Weekly Net investment: \$435

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

# TEAM DDLM

## 2022

Jason Hernandez	DDLM Director/Creative Visionary
Wendy Kidd	Logistics Coordinator
Beth Bentley	Legacy Keepers/Sponsorships
Amy Chizk	Décor Coordinator
Theresa Strange	Marketing Coordinator
Blynda Christian	Contest Coordinator
Roberta Rodriguez	Entertainment Coordinator
Celeste H. Cox	Vendor Coordinator/Hospitality
Kim Hughes	Volunteers



# FUNDING 2021 V 2022 REQUEST

## FROM 2,500 PARTICIPANTS TO 5,000

Expenses	BUDGET	ACTUAL
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 McKint	\$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
<b>MCDC EXPENSES</b>	<b>\$8,475.00</b>	<b>\$6,670.92</b>

**2022 MCKINNEY DÍA DE LOS MUERTOS BUDGET**

Income	Budget
Sponsorships	\$25,000.00
MCDC	\$14,640.00
Food Trucks	\$1,750.00
Vendor Booths	\$3,520.00
T-Shirt Income	\$500.00
<b>Total Income</b>	<b>\$45,410.00</b>
Expenses	Budget
Pre-Event Marketing Materials (promotional videos, flyers, cards, yard signs)	\$5,500.00
Event Day Marketing (stage banners, large posters, a-frame signs, informational brochures)	\$500.00
Local Newspapers	\$1,615.00
Local Radio	\$1,875.00
Social Media Ads	\$1,000.00
Local Billboard - Hwy 5	\$3,150.00
Branding (marketing material design)	\$1,000.00
Artistic Decor	\$7,500.00
DJ & Entertainment	\$5,000.00
Security	\$810.00
Permit Fee	\$100.00
Mobile Stage Rental Fee	\$1,500.00
Sound & Lighting	\$5,000.00
Event Insurance	\$750.00
Restroom Trailer	\$3,000.00
PayPal Fees	\$500.00
General Supplies	\$200.00
T-shirts	\$2,500.00
Butterfly Cutouts	\$500.00
Parking Area for Vendors	\$2,500.00
MCDC Expenses (32% of total budget)	\$14,640.00
Total Minus MCDC Expenses	\$29,860.00
<b>Total Expense</b>	<b>\$44,500.00</b>
<b>Total Net Income</b>	<b>\$910.00</b>



NEW FEATURES FOR DDLM 2022  
SATURDAY, OCTOBER 15TH  
DR. GLENN MITCHELL MEMORIAL PARK

- Quilt Show in partnership with Heard-Craig Center for the Arts
- Car Show
- On-site t-shirt sales



THANK YOU FOR  
BEING AN INTEGRAL  
SPONSOR IN THE  
SUCCESS OF DDLM  
2021.

LOOKING FORWARD  
TO 2022 WITH OUR  
150+ VOLUNTEERS!

QUESTIONS?

