



**McKINNEY
COMMUNITY DEVELOPMENT CORPORATION**

Final Report 2024

Organization: McKinney Chamber of Commerce Foundation

Funding Amount: **\$9,350**

Funding Reimbursement: **\$9,297.43**

Project/**Promotional**/Community

Event: McKinney Día de los Muertos

Start Date: Saturday, October 19, 2024

Completion Date: Saturday, October 19, 2024

Location of Project/**Promotional**/Community Event:

Dr. Glenn Mitchell Memorial Park – 300 W. Louisiana Street



With appreciation to the McKinney Community Development Corporation Board of Directors, President Cindy Schneible, and Staff Linda Jones, it is a pleasure for the McKinney Día de los Muertos Team and the McKinney Chamber of Commerce Foundation to present the final report of the 4th McKinney Día de los Muertos Celebration.

Please include the following in your report:

Narrative report on the Project/Promotional/Community Event:

Día de los Muertos: A Celebration of Life and Remembrance

Día de los Muertos (Day of the Dead) is a cherished Latin American tradition that celebrates the lives of the departed through food, drink, festivities, and activities once enjoyed by those who have passed. This beautiful expression of honor and remembrance was hosted for the fourth consecutive year by the McKinney Chamber of Commerce Foundation, with a dedicated team of volunteers. The event is organized by an all-volunteer committee that has been dedicated to its success since its inception.

McKinney Día de los Muertos (DDLMM) 2024 was held on Saturday, October 19, 2024, from 2:00 PM to 8:00 PM, the celebration welcomed an estimated nearly 7,000 attendees to Dr. Glenn Mitchell Park. Amid the beauty of nature, the event showcased the best of Latin and Hispanic culture, blending entertainment with education.

The park was transformed into a vibrant cultural space, adorned with intricate Día de los Muertos-themed décor and artistic installations. Centered around the park's main fountain, the ofrenda (altar) served as the heart of the sacred space, surrounded by vivid colors, butterflies, and memory trees. Guests were encouraged to build their ofrendas and leave heartfelt monarch messages in honor of loved ones.

Over the years, the décor has evolved, with additions such as life-sized Catrinas, butterflies, and spirit animals, enhancing the visual and cultural impact of the event. These elements, coupled with the lively atmosphere, created an immersive experience for all attendees.

A Showcase of Cultural Entertainment

Entertainment played a vital role in the festivities, offering a diverse showcase of Latin culture through sound, movement, and costume. From the custom stage, performers brought the vibrancy of Latin traditions to life.

The following activities supported the event:

A Mariachi Band by Ernesto's Music; Spanish Tea Time Dancers, Russ Hewitt Duet, a Catrina Contest, Folklorico IDDM, DJ Mathias and Havana NRG! This year the evening feature was Havana NRG!. Local DJs, Costume contests, 3 food trucks with delicious Latin cuisine; 30+ vendors with educational and interactive experiences through a variety of vendors, cultural expressions, and sacred moments. Close to 30 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.

The following Food Trucks were in attendance:

Tacos El Gordo, Fresh Mex, Dock Local, and Ryze n Shyne provided food trucks with *delicious* Latin cuisine! We grew from three to four food trucks this year.

With over 35 vendors thoughtfully arranged amidst beautifully decorated trees, the event layout was designed with an intentional flow to guide participants seamlessly through the experience. This strategic arrangement provided attendees with opportunities to engage in educational and interactive activities, explore diverse cultural expressions, and partake in sacred moments of reflection and connection.

Vendors included:

Monarch Messages art and craft; Pinned Ptera, Noelias Plate 925, Lele Fashion Mexiarte, DFW Xolo Group, SICARU Colores Y Sabores de Oaxaca Coraz 27, Raven's Kreations, Reina Azul USA, Crafty Mari, Yazmin Collection, El Tenape USA, Fairy Klutzies, Riquezas de Mexico, Papoloti Bakeshop, Friday Bee Sweets, Sugar Skulls by Maggie, Ari & Arya Artesanal Fashion, North & Scott Johnson Arts & Crafts / Face Painting, Fun Fun Face Paint, Estilo Y Tradicion, Monkey Patch Creations, Rodriquez Moda Artesanal, Crafty Store, Tzicuri Hand Craft, Monarch Messages, Yjoaki Artesanal, Mextilo Artesanal Fashion, Artesania Y Joyeria, Linda Joyeria, Blanca Sanches Artesanias, Crispy Sweet Buneuslitos, Cisne LLC, Maroches Bakery, Angkor Mar Fashion, Native / Vita Studio Tour, Tiendita De Frida, Glam Bar, Og Chop Shop, Spanish Tea Time/ Face Painters, Personalized Touch / T-Shirts, Primrose School of Eldorado, Renewal by Anderson.

On-site vendor feedback highlighted the event's positive impact, with many expressing gratitude for the opportunity to participate. Numerous vendors shared their enthusiasm for the experience and were eager to return for future celebrations.

· **Identify goals and objectives achieved:**

- **Make people aware of our Mexican History in our community and share the culture and stories of the ofrendas and native dance.**

The educational journey 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),

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

Instagram

(https://instagram.com/mckinneydiadelosmuertos?utm_medium=copy_link)

You Tube (<https://www.youtube.com/@McKinneyD%C3%ADadelosMuertos>)

2024 Video link (<https://www.youtube.com/watch?v=NllbkBOEJ8w>)

Paid and donated newspaper articles through *Community Impact* and *McKinney Courier-Gazette*. This also included presentations to the following entities:

- McKinney Creative Community
- Downtown Merchants
- McKinney Rotary
- McKinney Lions Club
- KLAK Radio
- A2Z Care Partners
- Art Club
- Millhouse Lunch and Learn
- Kiwanis Club

Throughout the event, committee members actively engaged with attendees, sharing information both by circulating throughout the venue and from the designated information center on Louisiana Street. Additionally, the main stage served as a platform for ongoing announcements and updates, ensuring spectators remained informed and connected to the event's offerings.

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

Achieving the vision for the event required the collaborative efforts of a team with multifaceted talents and diverse expertise. This included:

Wendy Kidd, Executive Committee and Event Planner - supervising Entertainment and Merchants Committees: David Granger, Sandy Silvera,

Blynda Christian, Executive Committee and Contest, supervising Decor and Contest committees: Amy Chizk, Laverne Solis, Melissa Patrello, Paul Hermelynn, Monty Day, Vaness Stucki, Joey Lubischwe, Wendolin Mercado, Toni Andrukaitis,

Melissa Rhine

Theresa Johnston, Executive Committee and Marketing Chair, supervising Volunteer and Marketing Committees: Delia Cruz, Diane Manning, Kina Vinson, Stella Stephens, Jacqueline Bae, Tommy Ray, Pam Klekamp, Veronica Campbell, Ashley Knutson, Karina Velez

Executive Committee supervised Sponsorships Committee: Heidi Syndergaard, Cynthia Hanby, Celeste Haiduk Cox, Sonia Rykherd

The downtown McKinney business community embraced the opportunity to learn more about Día de los Muertos, with many establishments participating by creating ofrendas. This enthusiastic involvement highlighted their commitment to celebrating and honoring the rich cultural traditions of the event.

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

- McKinney Community Development Corporation
- Parks and Recreation Department
- McKinney Main Street
- 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 played an integral role in the event's success, gaining valuable education about Día de los Muertos through hands-on learning experiences. Their active participation reflected a meaningful blend of service and cultural enrichment. The volunteer base included:

- 160+ student and adult 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
- vendor loading/unloading
- 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.

- **Connect with other local community members, businesses, artists, city**

entities, and students unaware of Dia de los Muertos and the Mexican culture and history in McKinney.

Intentional connections and collaborative opportunities were made throughout the preparation for Día de los Muertos and the event. The event's layout, for instance, moved the flow of guests in a way that created an intentional experience of various 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 DIA DE LOS MUERTOS -
OCTOBER 19 2024 FINANCIAL REPORT**

Income	Budget	Actual
Sponsorships	\$20,000.00	\$21,000.00
MCDC	\$9,350.00	\$9,297.43
Food Trucks	\$1,750.00	\$1,750.00
Vendor Booths	\$2,250.00	\$2,350.00
T-Shirt Income	\$548.00	\$350.00
Total Income	\$36,898.00	\$35,272.43.
Expenses	Budget	Actual
Pre-Event Marketing Materials (promotional videos, flyers, cards, yard signs)	\$3,000.00	\$1,737.35
Event Day Marketing (stage banners, large posters, a-frame signs, informational brochures)	\$2,000.00	\$2,686.500
Local Newspapers	\$2,000.00	\$2,425.09
Local Radio	\$500.00	\$4,635.00
Email Campaigns	\$700.00	\$294.22

Social Media Ads	\$1,0000	\$499.99
Branding (marketing material design)	\$150.0	\$0
Artistic Decor	\$3,000.00	\$0
DJ & Entertainment	\$5,500.00	\$5,700.00
Security	\$1,215.00	\$1,555.12
Permit Fee	\$100.00	\$100.00
Mobile Stage Rental Fee	\$695.00	\$0
Sound & Lighting and stage	\$5,000.00	\$9,500.00
Event Insurance	\$1,030.00	\$1,652.02
Porta Potties	\$1,500.00	\$775.00
Paypal Fees	\$500.00	\$0.00
General Supplies	\$3,343.00	\$1,652.02
T-shirts for volunteers and sponsors	\$2,100.00	\$2,460.80
Butterfly Cutouts	\$150.00	\$192.50
Waste Connections	\$600.00	\$141.16
Traffic Plan	\$800.00	\$1,182.75
Storage	\$1,152.00	\$1,235.00
Parking Area for Vendors	\$0.00	\$0.00
Scholarship for Hispanic Student		\$525.00
MCDC Expenses	\$9350.00	\$9,297.43
Total Minus MCDC Expenses	\$26,685.00	\$20,313.34
Total Expense	\$36,035.00	\$38,908.20
Total Net Income	\$863.00	\$-3,635.77

The main variances included City items such as the stage rental and traffic plan. The City was using the stage for a Halloween Event at Towne Lake so our costs increased by \$4,500 for stage and lighting. We also took advantage of free or lower-cost social media marketing opportunities and reduced costs in general supplies, PayPal fees, and artistic decor

In-kind Donations:

Donated Service/Product	Value	Donor
Marketing if contracted for their craftsmanship/labor time	\$39,000 (260hrs @ \$150/hr)	Theresa Johnston
Website & Planning (mckinneydiadelosmuertos.com)	\$35,000 plus	Wendy Kidd – Each & Every Detail
Grants	\$1,500	Celeste H Cox, Housify
TOTAL	\$75,500	

The community reached out beyond our expectations with participation through public and private financial contributions, products, and expertise, as evidenced below in the video and sponsorship promos. There has been a lot of willingness to participate and see this cultural experience vibrantly come to life.

THANK YOU to our Sponsors!

Photos from the event





MARKETING FOR DIA



WHERE WILL YOU SEE US?

Our Audience:

- 5000+ website visitors in October
- 2300+ followers on Facebook
- 1400+ followers on Instagram
- 400+ on email newsletter list

Ads Placed With:



COMMUNITY PRESS:



McKinney Weekend Update: Oct. 17-20, 2024



McKinney Dia de los Muertos 2024

The event will take place on October 17-20, 2024, at the McKinney Community Center, featuring a vibrant display of art and music representing our rich Hispanic heritage and culture. The celebration will include a rich atmosphere that honors traditions in the heart of McKinney.

A key feature of the event is the Dia de los Muertos Parade, which will showcase the vibrant traditions associated with Dia de los Muertos. Participants are encouraged to don costumes that reflect the traditions and customs of this meaningful occasion.

In addition to entertainment and activities, the day will be filled with engaging activities that cater to all ages. Attendees can enjoy live painting, write messages on Memory Paper, contribute to a Memory Tree, and explore various arts and crafts. The event serves as an opportunity to learn about and celebrate traditions in the Dia de los Muertos tradition.

Participants also get to experience a special group of food trucks, making a culinary treat to the day's festivities. The event is open to

Samples of printed marketing and outreach materials


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Sign up for notifications

FEATURED SPOTLIGHT

Spirit of Remembrance: McKinney Día de los Muertos to showcase cultural festivities, celebrations

Artema Morrison | Star Local Media Contributor | Oct 4, 2024



104 VOTE NOW! Best Contest

STAR LOCAL MEDIA BEST OF

Listen to this article now

Powered by Trinity Audio

00:00 00:23

Watch now, vote often for your fave!

McKinney Weekend Update: Oct. 17-20, 2024

To unsubscribe from this weekly newsletter, click [HERE](#)



Weekend Update for Oct. 17-20, 2024



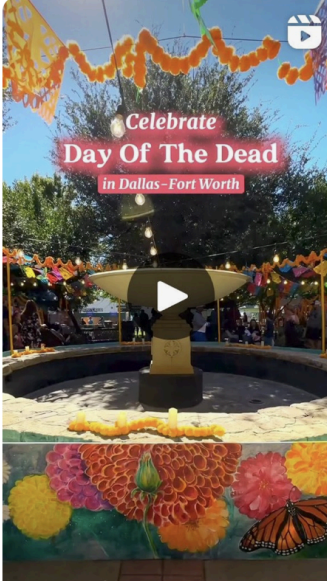
McKinney Día de los Muertos at Mitchell Park on Saturday

BENJI 50th ANNIVERSARY: THIS SATURDAY!

It's Benji 50th Anniversary Weekend in McKinney! Join us in celebrating this piece of our film history. (The original "Benji" movie, filmed mostly in McKinney, was released in theaters 50 years ago this weekend!) Check out the celebration schedule and details [HERE](#).

- Benji lookalike contest - Vote [HERE](#) by Saturday 10 a.m.
- Pet Vendor Fair & Pet Adoptions (Rescues onsite will be Doodle Dandy Rescue and Lift Me Up Rescue)
- FREE screening of the film plus memorabilia table and live music with E-Flat Porch Band prior to the film.

Stop by Visit McKinney to check out our Benji-related merch - plush puppies and postcards. Also, all guests will take home a free Benji sticker. Make sure to take a peek at the tiny doors this weekend, too.)

Celebrate Day of the Dead in Dallas-Fort Worth

Celebrate Day of the Dead ... - My Curly Adventures facebook.com



50th Anniversary Celebration Saturday, Oct. 19 Click for details



MCKINNEY DIA DE LOS MUERTOS Saturday, October 19 2-8 p.m. Mitchell Park in Downtown McKinney



MCKINNEY DIA DE LOS MUERTOS CIRQUE CARRÉ OCT. 17-20



TINY DOORS Public Art Installation

MCKINNEY DIA DE LOS MUERTOS TROLLEY

Frisco Latinas


Carolina Gartland

Hola Chicas! Aquí están todos los eventos del mes de Octubre y el Branch de Noviembre Branch de Carnaval! No todos son eventos del grupo pero son los eventos para apoyar a otros grupos que nos han apoyado a nuestros eventos! @everone Espere verlos en alguno de estos!

AGENDAR ESTAS FECHAS

Próximas Fechas

- Oct 12 Herencia Hispana Celebracion
- Oct 15 Caminata Día de los Muertos
- Oct 19 McKinney Día de los Muertos
- Oct 25 Sonarita Hispanidad Coronacion
- Oct 26 Halloween Party
- Oct 27 Día del Niño (Uppujamas Colombia)
- Noviembre 2 Branch De Cartrinas
- Diciembre 6 Gala Navideña



CELEBRATE WITH US AT Dr. Glenn Mitchell Memorial Park OCT 19 2-8 PM

LEARN MORE with the QR code or visit mckinneydia.com

MCDCD H-E-B

allevents

Discover a new event by McKinney Dia De Los Muertos



McKinney Dia de los Muertos Hosted by McKinney Dia De Los Muertos



MCKINNEY DIA DE LOS MUERTOS Saturday, October 14, 2023 12 - 9 PM Dr. Glenn Mitchell Memorial Park 300 W. Louisiana St. McKinney, Texas 75069

A devoted time of remembrance to celebrate and honor those that came before us.

Food Trucks - Live Music & Performances Vendor Booths - Crafts for Kids - Art Catrina & Catrin and Spirit Animals Contest

Día de los Muertos sK

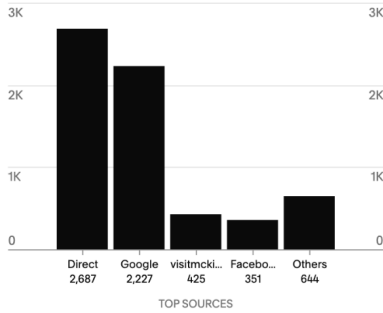
SALDANA COLLINS INDEPENDENT FINANCIAL Drees Frost McCRAW LAW GROUP MCKINNEY CHAMBER OF COMMERCE MCDCD MCKINNEY COMMUNITY DEVELOPMENT CORPORATION H-E-B Love Life Foundation Any Chik LEACH & EVERY DETAIL

www.mckinneydiadelosmuertos.com

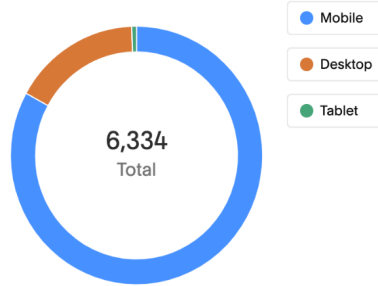
Website Traffic 9.1-10.14.14 2024

Website Traffic Sources 6,334 2.2% increase YR/YR 6.3K visits

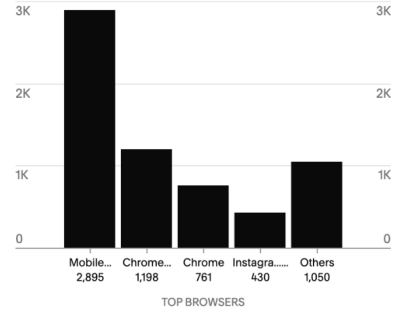
Top Sources by Visits VIEW SOURCES



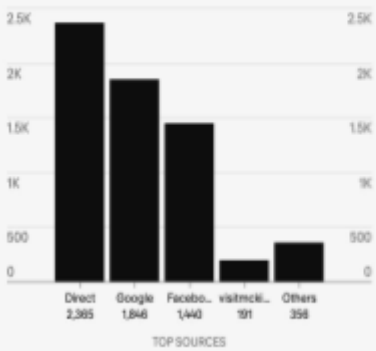
Top Devices by Visits



Top Browsers by Visits



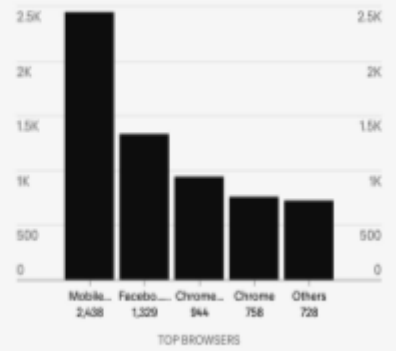
Top Sources by Visits VIEW SOURCES



Top Devices by Visits



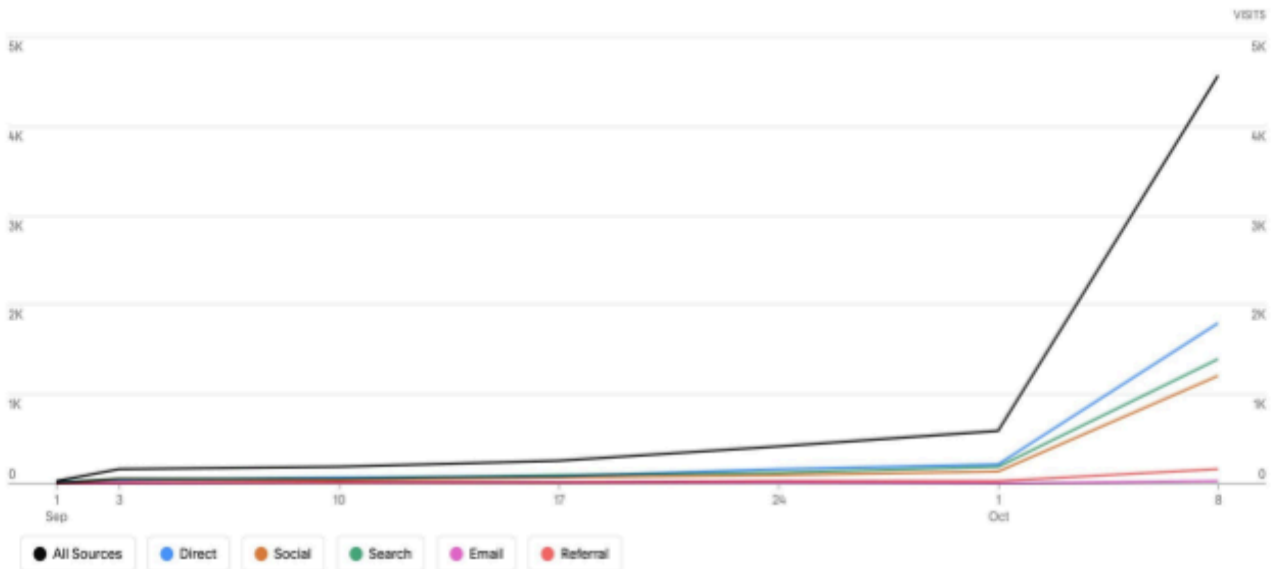
Top Browsers by Visits



Visits

Sep 1-Oct 14, 2023 • 6,197 Total

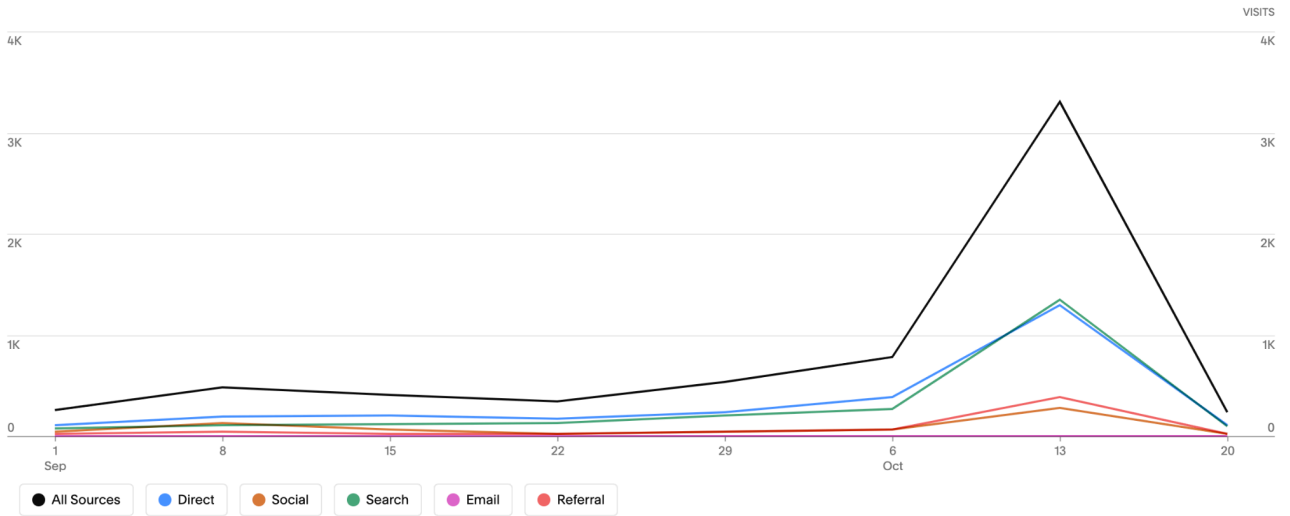
Weekly



Visits

Sep 1–Oct 20, 2024 • 6,334 Total

Weekly



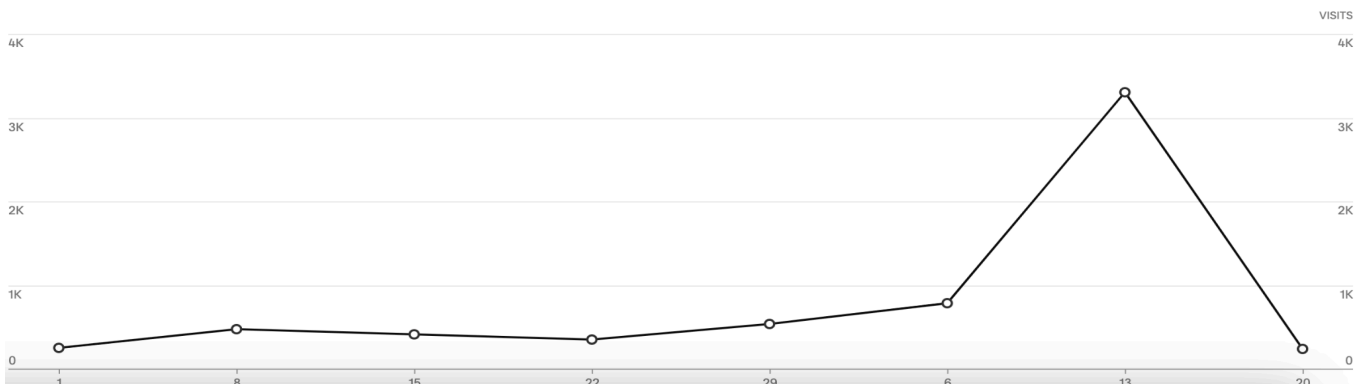
Traffic Traffic Sources Search Keywords Geography

VISITS	BOUNCE RATE	UNIQUE VISITORS	PAGEVIEWS
6.3K	75.45%	5.3K	9.4K
-6% yr/yr	+9% yr/yr	-8% yr/yr	-14% yr/yr

Visits

Sep 1–Oct 20, 2024 • 6,334 Total -6% yr/yr

Weekly

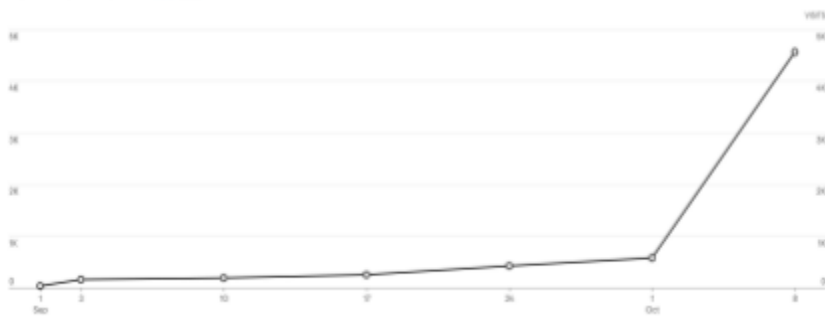


VISITS	BOUNCE RATE	UNIQUE VISITORS	PAGEVIEWS
6.2K	67.69%	5.1K	10K
+80% yr/yr	+7% yr/yr	+88% yr/yr	+67% yr/yr

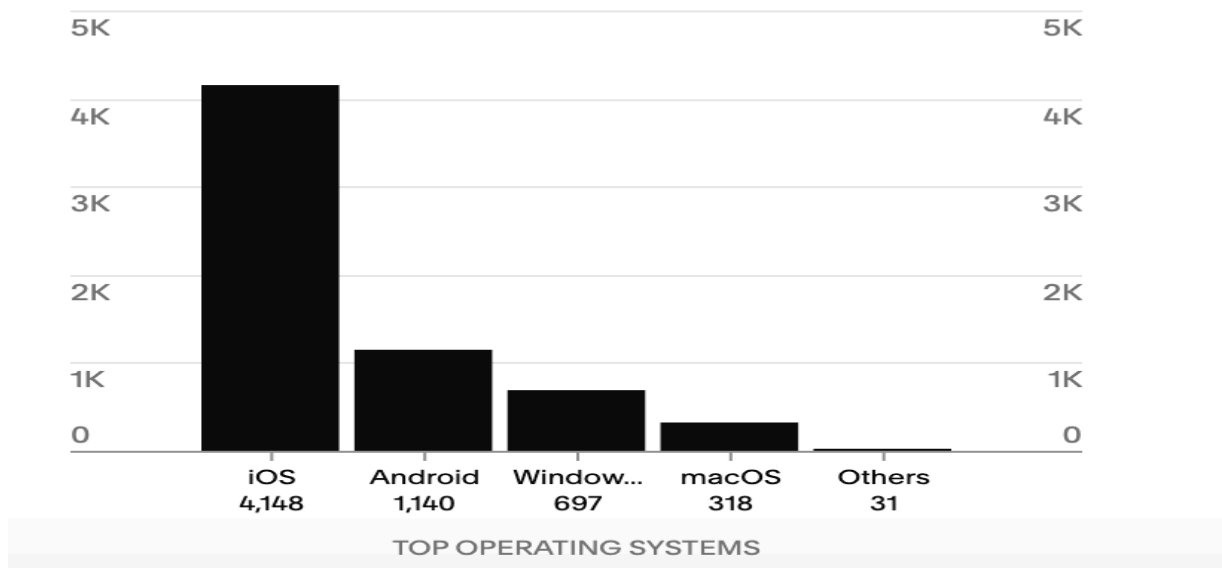
Visits

Sep 1–Oct 14, 2023 • 6,187 Total +80% yr/yr

Weekly



Top Operating Systems by Visits



According to the data from the website, the top operating system of iOS shows that more people visited our website from iPhone devices.

Photographs, slides, videotapes, etc.

(<https://www.facebook.com/mckinneydiadelosmuertos/>) and Instagram (https://instagram.com/mckinneydiadelosmuertos?utm_medium=copy_link) pages

You Tube (<https://www.youtube.com/@McKinneyD%C3%ADadelosMuertos>)

2024 Video link (<https://www.youtube.com/watch?v=NllbkBOEJ8w>)

Includes promotional footage by Hannah McGinty of Heart Media

Members of the 2024 Dia de los Muertos Committee



Performance against metrics outlined in the application

Metrics to Evaluate Success

- **Attendance:** *We brought in 7,000+ people to McKinney Square on a Saturday in October 2024. We planned for at least 5,000 for 2024 and positively impacted the businesses participating in our 2024 event and located nearby.*

- **Non-McKinney Attendance:** *We used Eventbrite for FREE tickets this past year to track attendees. From the Eventbrite registrants, we received 666. Not all attendees used Eventbrite, so this is a representative sampling. Of those, 10 (1%) were out of state including SC, MO, OK, CA, OR, and NJ. 4% were from McKinney and 95% were from cities in Texas with Dallas having the largest at 8% and Allen and Plano the second largest. The following communities were represented at our event: Allen, Anna, Argyle, Arlington, Aubrey, BlueRidge, Carrollton, Crowley, Dallas, Forney, Fort Worth, Frisco, Garland, Grapevine, Greenville, Irving, Lake Dallas, Lavon, Lewisville, Little Elm, Melissa, Nevada, Plano, Princeton, Prosper, Quinlin, Richardson, Rockwall, Royse City, Sanger, Sherman, The Colony, Van Alstyne, Wichita Falls, Wills Point, Wylie.*

- **Monetary Impact:** *Our financial focus is to build on the first-year baseline by adding 3-5 new attractions each year and covering the costs of this event. All excess funds will go to support next year's event, a scholarship for Hispanic youth, and initiatives that raise awareness of Hispanic/Black culture and others in McKinney.*

- **Educational Impact:** *This event is meant to engage residents and visitors in awareness of Hispanic culture and heritage in McKinney. This will include email signups through the website to gain a larger audience, volunteers, and ambassadors.*

In addition to hosting over 35 vendors, the event committee created a culturally enriching experience by featuring an ofrendas area at the center of the fountain. Guests were invited to contribute photos of their loved ones, adding a personal and meaningful touch to the celebration. A butterfly memory area allowed participants to decorate butterflies in honor of their loved ones, fostering a space for reflection and connection.

Throughout the day, guests enjoyed performances of traditional Hispanic dances, showcasing stunning costumes and vibrant choreography. Local high schools participated by offering face painting that highlighted the rich Hispanic history of McKinney. The event provided a lively and educational celebration of culture and community.

Thank you to all our sponsors !!

SPONSOR

