McKinney
Dia de los Muertos

2025 October 11th Mitchell Park Downtown

MCDC Grant Report





Executive Summary

McKinney Dia de los Muertos was held on Saturday, October 11th, 2025, with the goal to educate, inform, and entertain. This event showcased cultural celebrations and traditions, providing free, engaging activities and entertainment for all ages. Our event supported the MCDC goals of attracting visitors to McKinney and enhancing the quality of life for McKinney residents.

6,500 Estimated Attendance at the Event

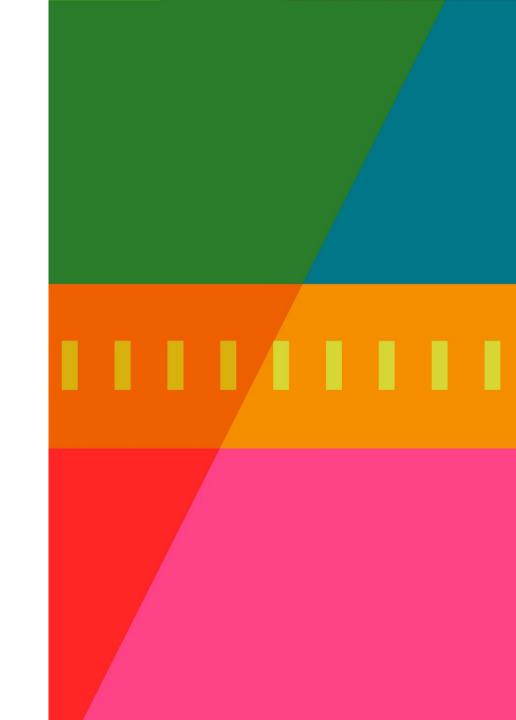
30% growth in Eventbrite registrations

83% of Eventbrite attendees are from outside of McKinney

\$11,955.08 Total Grant Funds Used

45% newsletter subscription increase

\$3,500 total scholarships awarded



Dia de los Muertos: A Celebration of Life and Remembrance

- The event celebrated Latin and Hispanic culture, blending entertainment with education in a natural setting.
- The park became a vibrant Día de los Muertos-themed space with intricate décor and artistic installations.
- A central ofrenda by the main fountain invited guests to add personal tributes and monarch messages.
- Evolving décor—Catrinas, butterflies, and spirit animals—enhanced the immersive cultural experience.
- Diverse performers showcased Latin traditions through music, dance, and costume on a custom-built stage.

History

Dia de los Muertos 5th Year Anniversary

1 st Event	2 nd Event	3rd Event	4 th Event	5 th Event
10/16/21	10/15/22	10/14/23	10/19/24	10/11/25
12-6 pm	12-9 pm	12-9 pm	2-8 pm	2-8 pm
Attendance:	Attendance:	Attendance:	Attendance:	Attendance:
3,000	5,000	5,000	6,000	6,500

Interesting Facts

Interesting facts about McKinney dia de los Muertos:

- # of Food Vendors = 9
- # of Vendors = **38**

- # of Stage Performances = **5**
- # of Volkswagen's on display = 25
 (new to Downtown McKinney this year)

Advertising - \$12,298.75

- Pre-Event Marketing Materials (promotional videos, flyers, cards, yard signs) \$1,118.84
- Local Newspapers (Community Impact & Star Local) \$4,425.00
- KLAK Radio **\$2,685.00**
- Social Media Ads **\$343.67***
- Website Content **\$3,500.00**
- Email Campaigns \$226.24



Billboard on 121

*Social media ads did not qualify for grant (we are learning)

Read our story in COMMUNITY IMPACT

Advertising



McKinney to unite, celebrate life at 5th annual Día de los Muertos Festival





Advertising





eventeny.com

McKinney Dia de los Muertos Volunteer Application - 2025 McKinney Día de los...

O Holy Family School - McKinney, Texas

Like

○ Comment

Share



• •



Facebook Ads to Event RSVPs

Targeted Facebook video ad reached 9,700 regional audiences and converted 155 RSVPs at just \$0.48 per registration from a \$74.07 investment

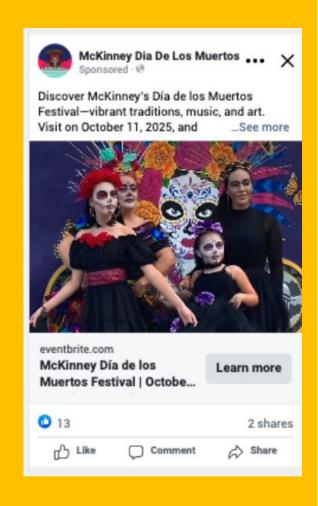
First campaign to track direct ad-to-RSVP conversions

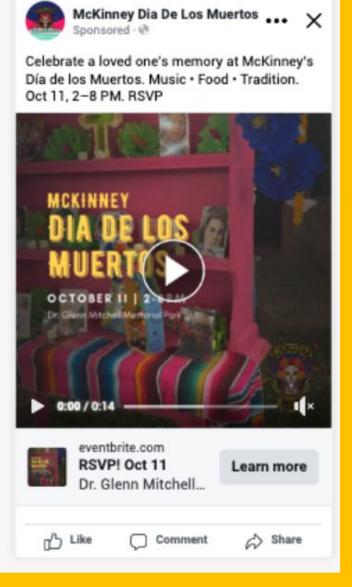
Tracked Conversions

• 155 Tickets (RSVPs)

Regional Reach

• 9,700





Analytics from EventBrite

Group Registration Insight: Average of 3.43 attendees per order, indicating group registration behavior.

Event Registration Growth & Geographic Reach

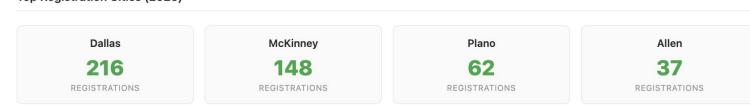
EventBrite Analytics 2024 vs 2025

Year-Over-Year Growth





Top Registration Cities (2025)



Event registrations grew 30% year-over-year, from 666 to 865 registered attendees. Of 252 tracked orders in 2025, 155 RSVPs (61%) came directly from our Facebook video ad campaign. Registered attendee data reveals strong regional participation, with Dallas leading at 216 registrations. Analysis shows 717 registrations (83%) from outside McKinney.

Data reflects EventBrite registrations. Actual event attendance may include walk-ups and unregistered participants.

Dive In Deeper: What Is Día De Los Muertos?

Día de los Muertos isn't about mourning—it's a vibrant celebration of life, where families share stories, music, and favorite foods to honor the memory and life of their loved ones.

Learn About Dia



Traffic source (i)	Traffic category (i)	Site sessions + (i)	Unique visitors
Summary		9,734	7,140
Google	Organic search	3,258	2,609
Direct	Direct	3,186	2,134
Facebook	Paid social	1,636	1,424
Facebook	Organic social	669	566
visitmckinney.com	Referral	230	209

Lifetime email metrics

13 6,429 98.3%
Emails sent. Total email volume Delivery rate

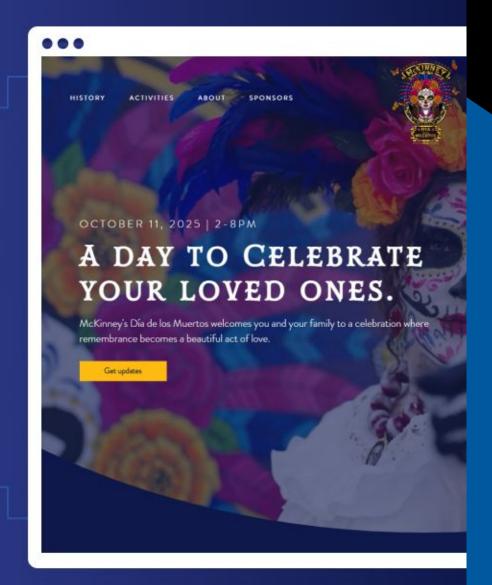
46.5% 3.4% 0.2%
Open rate Click rate Unsubscribe rate

Web / Email Analytics

NEW WAR TO BE THE WAR TO BE TH

Explore the traditions, stories, and event details on our **new website**.

CHECK IT OUT ---





> Orders





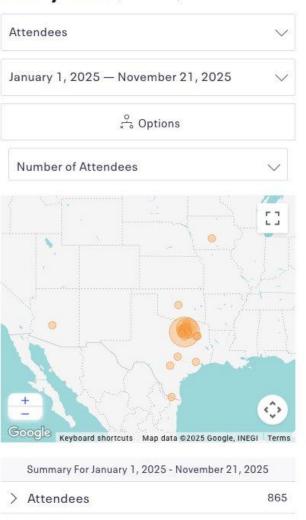




252

← Organization Reports

Analytics Updates every minute



Performance by email



Name	Date sent +	Total sent	Opens	Open rate	Clicks	Click rate	Unsub. rate
"Day of" email	Oct 11	768	347	45.7%	10	1.3%	0%
Ofrendas email	Oct 10	745	328	44.7%	28	3.8%	0.3%
3 Days Awayf	Oct 8	726	331	46.4%	25	3.5%	0.3%
Recetas	Oct 2	679	331	49.3%	37	5.5%	0%
HHM & MDDLM	Sep 30	648	313	48.8%	19	3.0%	0%
Catrina	Sep 24	602	290	48.7%	15	2.5%	0.2%
Volunteer	Sep 18	593	264	45.2%	19	3.3%	0.5%
CTAs - Resend	Sep 11	287	47	16.5%	2	0.7%	0%
Baseball	Sep 8	565	293	52.7%	18	3.2%	0.2%
Scholarship	Aug 14	558	283	52.6%	19	3.5%	0.2%

1 2 >

Analytics from website

Top Traffic Sources & Location

08.01.25 - 10.29.25 (Use for future targeting)

Traffic Sources

SOURCE	CATEGORY	SITE SESSIONS	UNIQUE VISITORS
Summary	_	9,734	7,140
Google	Organic search	3,258	2,609
Direct	Direct	3,186	2,134
Facebook	Paid social	1,636	1,424
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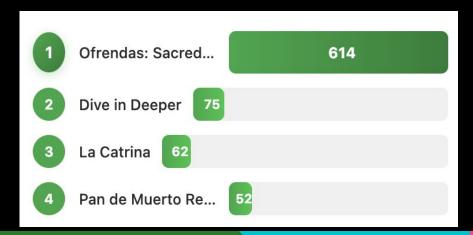
Location

CITY	STATE	SITE SESSIONS	PAGE VIEWS	UNIQUE VISITORS
McKinney	TX	3,840	2,056	1,459
Dallas	TX	3,659	2,197	1,708
Plano	TX	517	292	222
Allen	TX	527	286	222
Fort Worth	TX	470	288	240

Educational Impact

Driving Cultural Awareness through Website Content & Email Campaigns

Website Content successfully shared the history and culture of *Día de los Muertos*. The educational article on "Ofrendas: Creating Sacred Spaces" was the most-viewed deep-dive cultural content, logging 614 views.





CULTURE & TRADITION

La Catrina: Where Art Meets: Mexico's Most Beloved Cultur

La Catrina stands as one of Mexico's most recognizable cultural icons, her elegant skeletal is synonymous with Día de los Muertos celebrations...



CULTURE & TRADITION

Ofrendas: Creating Sacred Spaces for Día de los Muertos

Discover the art of crafting a meaningful ofrenda for Día de los Muertos. Learn how to create your own ofrenda and honor loved ones.

Cultural Education Campaigns

Educational email campaigns about Dia de los Muertos history and culture drove strong engagement, demonstrating significant audience appetite for traditional and cultural content.

Recetas(Recipes) email achieved a 49.3% open rate.

Catrina email achieved a 48.7% open rate.

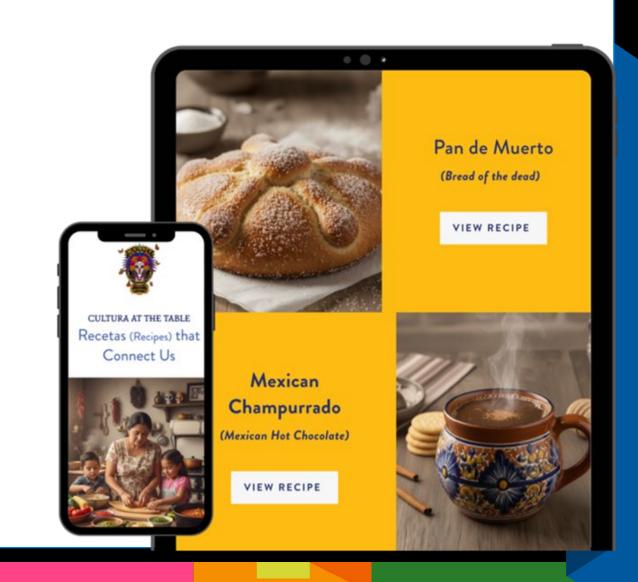
Ofrendas email achieved a 44.7% open rate.

13 Email Campaigns

6,429 Total Sends

46.5% Average Open Rate

Subs Growth: 545 (2024) – **792** (YTD) = 45%



Activities





NEW

McKinney Día de los Muertos Scholarship

The 2025 McKinney Día de los **Muertos Scholarship** embodies the heart of this celebration, honoring those who came before us while empowering the next generation.

In partnership with the Alliance of Elite Youth Leadership (AEYL), we awarded a \$3,000 scholarship to a deserving student pursuing higher education.

Applicants ages 16–20, enrolled in trade, two-year, or four-year programs with a minimum 3.0 GPA, submitted comprehensive applications including transcripts, letters of recommendation, and a reflective essay.



McKinney Día de los Muertos Scholarship

As a committee, we also decided to extend a \$500 scholarship to an SMU cinematography student, Andrea Salamanca.

She is currently working on a very important project for her thesis — a documentary called "Muñecas de Papel" (Paper Dolls). It explores the identity conflict experienced by our daughters who are first-generation born here in this country, along with the heavy cultural expectations we Mexican mothers carry, and how sometimes our girls struggle to adapt or face criticism from classmates at school. Her mother reached out to us for a sponsorship for this new documentary and we used our excess funds collected for scholarships for this purpose.



Andrea has already created a documentary about Día de los Muertos, and many scenes were filmed during the McKinney Día de los Muertos Festival 2024.

https://www.youtube.com/watch?v=QMbz9rxezYQ

NEW Volkwagon Beetles

DFW Car Club

The Volkswagen Beetles (vochos) brought authentic Mexican automotive heritage to the celebration. These iconic vehicles, produced in Puebla, Mexico, since 1967, represent decades of Mexican craftsmanship and cultural pride.

The beautifully decorated Beetles at our event, adorned with Día de los Muertos themes and regional designs, demonstrated how this beloved icon continues to celebrate Mexican identity and tradition.











*NEW*Chancla Toss

The vibrant installation fostered genuine community moments, encouraging participants to laugh together, celebrate culture, and create lasting memories. Raising Cane's sponsorship ensured broad participation and made the experience accessible and rewarding.



Monarch Messages

Monarch Messages connected participants to a deeply rooted Día de los Muertos tradition.

The annual migration of monarch butterflies to Mexico is believed to carry the spirits of beloved ancestors returning to celebrate. Event attendees wrote messages and wishes on delicate paper butterflies, honoring this sacred connection between the living and the departed.



Community Ofrenda

The Community Ofrendas honored the core tradition of Día de los Muertos, creating a sacred space to celebrate and remember our loved ones.

Attendees contributed photos of departed family members, This collective act transformed personal grief into shared remembrance, creating a powerful community experience that reinforced our cultural bonds and the eternal connection between the living and those we honor.



Catrina Contest

The Catrina Contest celebrated one of Día de los Muertos' most iconic cultural symbols. Participants embodied La Catrina and other traditional characters, showcasing the artistry, creativity, and cultural pride embedded in this celebration.

Winners received prizes from local vendors. Judging considered makeup, outfit presentation, originality, and overall creativity.

1st Place Catrina Veronica Hoskins



Catrin Jean Forrester



2nd Place Catrina Joanna Cattanach



2nd Place Los Bebes Kamarina Rodgriguez



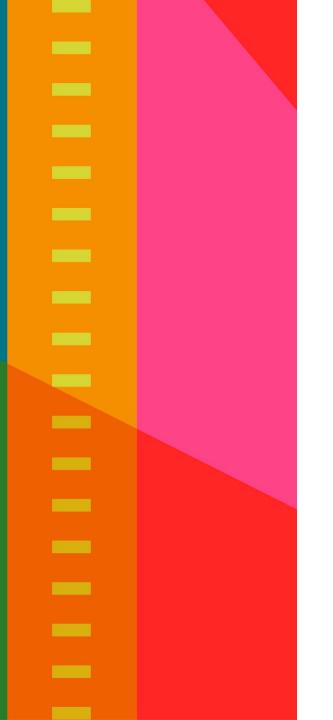
Spirit Animal

Summer Moore from the Xolo Group

Presentations

- McKinney Rotary Club
- Millhouse Lunch Bunch
- Kiwanis Club





Goal: 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 further development of the McKinney Día de los Muertos website (<u>www.mckinneydiadelosmuertos.com</u>),
- •Facebook (https://www.facebook.com/mckinneydiadelosmuertos/) and
- •Instagram (<u>https://instagram.com/mckinneydiadelosmuertos?utm_medium=copy_link</u>)
- •You Tube (https://www.youtube.com/@McKinneyD%C3%ADadelosMuertos)
- •2025 Video link <u>Dia_de_los_Muertos_2025.mp4</u>

Student Involvement and Volunteers – 596 Hours

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:

- 81+ unique 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
 - Vendor loading and unloading
 - Information booth participation
 - Park maintenance

Collaboration and Support

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 throughout the planning and event process.

This included:

- McKinney Community Development Corporation
 - Parks and Recreation Department
 - McKinney Main Street
 - McKinney Performing Arts Center
 - Visit McKinney
 - Mayor, City Council, and City Manager

Income	Budget	Actual
Sponsorships	\$40,000.00	\$30,477.72
MCDC	\$15,000.00	\$11,955.08
Food Trucks	\$1,750.00	\$2,150.00
Vendor Booths	\$2,250.00	\$3,600.00
Art Commission Grant	\$3,000.00	\$0.00
T-Shirt Income	\$800.00	
Scholarship Income	\$3,000.00	\$3,500.00
Total Income	\$65,800.00	\$51,682.80

Budget vs Actual - Income

Expenses	Budget	Actual
Scholarship for Hispanic Students	\$3,000.00	\$3,500.00
Pre-Event Marketing Materials (promotional videos, flyers, cards, yard signs)	\$2,000.00	\$1,118.84
Local Newspapers (Community Impact & Star Local)	\$2,750.00	\$4,425.00
Local Radio	\$4,700.00	\$2,685.00
Social Media Ads	\$2,000.00	\$343.67
Website Content	\$3,550.00	\$3,500.00
Email Campaigns	\$420.00	\$226.24
Website Hosting	\$250.00	\$389.70
Event Day Marketing (stage banners, large posters, a-frame signs, informational brochures)	\$3,000.00	\$1,888.58
Photographer & Videographer	\$2,000.00	\$2,000.00
Artistic Decor	\$3,000.00	\$2,674.38
DJ & Entertainment	\$6,000.00	\$7,100.00
Security	\$1,500.00	\$903.00
Permit Fee	\$100.00	\$100.00
Stage, Sound & Lighting	\$10,000.00	\$12,250.00
Event Insurance	\$2,000.00	\$1,131.00
Porta potties	\$1,000.00	\$1,225.00
General Supplies	\$2,500.00	\$502.38
T-shirts for volunteers & sponsors	\$3,000.00	\$3,127.17
Butterfly Cutouts	\$200.00	\$192.50
Frontier Waste	\$300.00	\$141.16
Traffic Plan & Barriers	\$1,300.00	\$1,418.45
Storage	\$1,548.00	\$1,909.00
Runway for 2026	\$5,000.00	

2025 Dia de los Muertos

- •Budget vs Actual Expenses
- •Blue section are the MCDC qualified expenses

Budget Summary

	Budget	Actual
MCDC Expenses	\$15,000.00	\$11,955.08
Total Minus MCDC Expenses	\$46,118.00	\$40,795.99
Total Expense	\$61,118.00	\$52,751.07
Total Net Income	\$4,682.00	-\$1,068.27













More Photos –2025

McKinney Día de los Muertos

2025 by Heart Media

McKinney Dia de Los Muertos 2025 Video

McKinney Día de los Muertos Festival October 11, 2025

THANK YOU FOR YOUR SUPPORT!