

A Unique Cultural Experience

McKinney Dia de los Muertos



The McKinney Día de los Muertos Planning Committee

In partnership with the McKinney Chamber Foundation, our planning committee is made of volunteers across the community.



Our Executive Committee:



Theresa Strange Johnston



Blynda Christian



Wendy Kidd



Our Purpose

The McKinney Día de los Muertos event is a vibrant celebration that honors the rich Hispanic tradition of remembering and celebrating the lives of those who have passed. Our dedicated volunteers are passionate about fostering a sense of unity within our community by sharing this meaningful cultural heritage. This event serves as an educational experience, offering insights into the significance of Día de los Muertos and its role in honoring the memories of loved ones.

By hosting this event, we aim to celebrate the diverse cultural fabric of McKinney and highlight the contributions of our Hispanic community members. It is our mission to create an inclusive and welcoming atmosphere that attracts visitors from both within and beyond McKinney, showcasing the charm and hospitality of our historic downtown. Through the McKinney Día de los Muertos event, we strive to promote our city as a loving and culturally rich community, encouraging a deeper appreciation for the traditions that make us unique.



What's being said...



mckinneydiadelosmuertos Celebrate your loved one, share their story and come to this beautiful beautiful celebration. McKinney Día de los Muertos October 14th from 12 to 9 pm. #mcdc #mckinneydiadelosmuertos #downtownmckinney #visitmckinney #celebrationoflife

36w



fyketm My brother loved just being with friends and family. You didn't have to be doing something or have an outing, event, etc. planned. He just wanted to be with you. No expectations, just the simple joy of being together.

36w 2 likes Reply ...



kasventures McKinney Día De Los Muertos was amazing! If you did not go, try going next year...it is 100% worth it!

Tag your friends, watch the video and make plans to go next year 🇲🇽🇪🇺🇸🇲🇽



isusie86 So beautiful!!!

35w Reply



hotbutterygrits It was an amazing event 🙌🙌

35w Reply



ravila512 Thank you for celebrating our culture.

35w 2 likes Reply



mdnb_insurance Was a great experience!!

34w Reply ...



gcayo What a fantastic event! Thank you @cityofmckinney ! 🔥🔥

35w Reply



angkormar ❤️🥰 I love this event!!!



edithsdiy Third year in a roll celebrating Día de Los Muertos (Day of the Dead) in our beautiful #McKinney. Thank you @mckinneydiadelosmuertos for putting this wonderful event together to remember and celebrate our loved ones that have departed 🙏❤️🌻🦋

#visitmckinney #mckinneytexas #mckinneytx #mcdc #mckinneydiadelosmuertos #diadelosmuertos #diadem Muertos



Community Support 2023



Bill and Pris Darling



Love Life Foundation



Amy Chizk



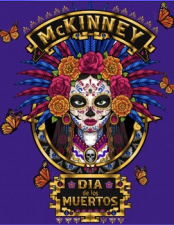
RENEWAL
by ANDERSEN
FULL-SERVICE WINDOW & DOOR REPLACEMENT

Amy Chizk



Many merchants on
The Square supported McKinney Dia de los
Muertos by placing:

- Posters in their windows
- Having specials for the day
- Making Ofrendas to honor their loved-ones



New for 2024

- Introducing our new scholarship program, a % of our profits will be used as a scholarship for a Hispanic student to attend an educational program or college courses in 2025
- Changed our date to October 19th so as not to conflict with McKinney Wine Festival



Marketing & Promotion Plan for MCDC Grant

\$9,350

Goal: Attract 5,000 attendees from in and out of DFW to visit downtown McKinney!

- Pre-Event Marketing Materials (promo videos, flyers, yard signs) \$3,000
- Event Day Marketing (stage banners, large posters, signage, informational brochures) \$2,000
- Community Impact Ad \$2,000
- KLAK Radio Ad \$500
- Email Campaigns \$700
- Social Media Ads \$1,000
- Branding/Design Work \$150



QUESTIONS?