

McKINNEY COMMUNITY DEVELOPMENT CORPORATION

Final Report

Organization: Legacy Keepers of Old East McKinney

Funding Amount: \$14,640 Funding Reimbursement: \$8,928.96

Project/**Promotional**/Community Event: McKinney Día de los Muertos

Start Date: Saturday, October 15, 2022 Completion Date: Saturday, October 15, 2022

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 Legacy Keepers of Old East McKinney to present the final report of the 2nd 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 is a Latin American custom celebrating the lives of the deceased with food, drink, parties and activities that the dead enjoyed in life. It is a beautiful expression of honor and remembrance. This celebration was presented by Legacy Keepers of Old East McKinney for the 2nd year. Community leader Mr. Jason Hernandez is the visionary for this event.

McKinney Día de los Muertos (DDL M) was hosted on Saturday, October 15, 2022, from 12-9pm. The beauty of nature welcomed the festivities to come. Entertaining and educational, it was Latin and Hispanic culture at its best.

In Spring 2022, Amy Chizk of ABC Breck Art began consulting and working on the design concept for McKinney's 2022 DDLM celebration. Beautiful, intricately customized Día de Los Muertos themed decor, elements and artistic features were installed in and around Dr. Glenn Mitchell Park's fountain area. The park was certainly transformed into a celebratory cultural experience.

Over 6 months, approximately 640 hours of time was donated by ABC Breck Art, valued at \$30/hr. This in-kind donation of \$19,200 blessed the creation of customized art installations and decor for McKinney's DDLM event. Décor created by Melissa Patrello for the inaugural DDLM 2021 celebration was also included in this event.

As it was in 2021, at the heart of the park's sacred space was the main fountain, located in the middle of the park, transformed into an ofrenda (altar) and surrounded by the vibrancy of color, butterflies and memory trees. This space gave the almost 4,000 persons in attendance a chance to become educated about DDLM and to honor the memories of their loved ones, many building their own ofrendas.

Just as important as the authentic transformation of the park was the entertainment. Diverse in its content, the sounds, the movements and the costumes all reflected Latin culture from across the globe. Live from the City of McKinney's Parks and Recreation Mobile Stage, **entertainers included:**

Mariachi Band; Selena student singer; Folklorico Dancers; Vi Beba – Puerto Rican Dancing Musicians; Aztec Dancers; Kumbala Dance Studio; and Bombazo all dressed in authentic regalia. MC Latin House Krew, D J Bull and Eric Allen kept the audience informed and entertained with Latin flavor music! 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.

King Kups, Tacos El Gordo and Fresh Mex provided food trucks with *delicious* Latin cuisine!

With 35+ vendors nestled tightly among decorated trees, the layout of the event included an intentional flow of movement. This flow allowed participants a chance to have educational and interactive experiences through a variety of vendors, cultural expressions and sacred moments. An **added extension of the park** for this year included vendors and low rider cars on Bengé Street. **Vendors included:**

Monarch Messages art and craft; Skull Mask arts and craft; Memory Tree; Firme Estilo 79; Face Painting; Holy Family sponsor booth; Andrea Holmes; Evelio Aztecs; Ofrenda Kits; Sugar Skulls by Maggie; Amy Chizk; Artesanias on Hamilton; McPherson Arts & Crafts; Blanca Sanches Artesanias; Yhoaki; ARAI; Crafty Mari; Rodriguez Moda Artesanal; Tiendita de Frida; Allen Americans; Flour Mill; Lela Fashion; Peace Smudge Love; Mexican Candy; Tzicuri; CUTX; McDonald's Foundation; Friday Bee Sweets; Frida headbands painting; Vita Verde Botanicals; Legacy Keepers of Old East McKinney; Mexico Lindo; McCraw; Saldana; OG Chop Shop; Glam Bar; Personalized Touch; Angkor Mar; Linda Joyeria; Papaloti Bakeshop; Public Safety; Live Painting – Richard Montenegro; Mextilo Artisanal Fashion; King Kups; Tacos El Gordo and Fresh Mex.

Through on-site vendor communications, vendors expressed their gratitude for being a part of this event and many expressed their desire to return in the future.

· **Identify goals and objectives achieved:**

• **Make people aware of The Legacy Keepers of Old East McKinney's (Legacy Keepers) existence and learn of the African-American and Mexican History we have uncovered and projects we have worked on and future projects that are in the works.**

The educational journey of Legacy Keepers 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) pages; Legacy Keepers Facebook page

(<https://www.facebook.com/legacykeepersmckinney/>) 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
- KLAJ Radio
- A2Z Care Partners
- Lions Club
- Art Club
- Millhouse Lunch and Learn
- Kiwanis Club

Throughout the event, Legacy Keepers shared information with the general public in its tent that was adjacent to the stage. Ongoing opportunities were provided to inform the spectators from the main stage.

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

To accomplish the vision, the collaborative efforts required a team of multifaceted talents and diversely accomplished expertise. This included:

Jason Hernandez	Creative Visionary/Leader
Beth Bentley	Legacy Keepers Rep/Sponsorships
Wendy Kidd	Logistics Organizer
Amy Chizk	Décor Coordinator
Theresa Strange Johnston	Marketing Coordinator
Blynda Christian	Costume Contest/Advisor
Celeste H. Cox	Vendor Coordinator
Kim Hughes	Volunteer Coordinator
Roberta Rodriguez	Entertainment Coordinator
Melissa Patrello	Décor Advisor

In addition to the expertise of the DDLM Team, the local artistic expressions of Andrea Garcia Nichols, the daughter of the late Councilwoman Gilda Garcia Garza, also added to the rich cultural experience.

Artistry and Marketing volunteerism through ABC Breck Art and Theresa Strange Johnston volunteerism included:

- **Artistry** - 640 hours donated by Amy Chizk of ABC Breck Art
- **Marketing** - 150 hours donated by Theresa Strange

The downtown McKinney business community was very open to learn more about Día de los Muertos, including establishing ofrendas in their establishments.

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 Arts Commission
- 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 served well! They were educated about DDLM along the way, particularly through hands-on teaching by Jason Hernandez. The volunteer base included:

- 40+ 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
 - a McKinney Choir singing alongside one of the entertainers
 - parking support
 - 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.

● **Connecting with other local community members, businesses, artist, city entities, students who are not aware of Legacy Keepers**

Intentional connections and collaborative opportunities were made throughout the preparation for Día de los Muertos and during the actual event. The layout of the event, for instance, moved the flow of guests in a way that created an intentional experience of a variety of 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. **Benge Street was added to the flow of the event to accommodate more vendors.**

· 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 Día de los Muertos

MCKINNEY DIA DE LOS MUERTOS - OCTOBER 15, 2022 FINANCIAL REPORT		
Income	Budget	Actual
Sponsorships	\$25,000.00	\$26,500.00
MCDC	\$14,640.00	\$8,928.96
Food Trucks	\$1,750.00	\$1,600.00
Vendor Booths	\$3,520.00	\$600.00
T-Shirt Income	\$500.00	\$548.09
Total Income	\$45,410.00	\$38,177.05
Expenses	Budget	Actual
Pre-Event Marketing Materials (promotional videos, flyers, cards, yard signs)	\$5,500.00	\$2,821.56
Event Day Marketing (stage banners, large posters, a-frame signs, informational brochures)	\$500.00	\$1,982.40
Local Newspapers	\$1,615.00	\$1,540.00
Local Radio	\$1,875.00	\$2,245.00
Social Media Ads	\$1,000.00	\$15.00
Local Billboard - Hwy 5	\$3,150.00	\$0.00
Branding (marketing material design)	\$1,000.00	\$325.00
Artistic Decor	\$7,500.00	\$4,410.78
DJ & Entertainment	\$5,000.00	\$6,400.00
Security	\$810.00	\$1,215.00
Permit Fee	\$100.00	\$100.00
Mobile Stage Rental Fee	\$1,500.00	\$695.00
Sound & Lighting	\$5,000.00	\$5,000.00
Event Insurance	\$750.00	\$1,030.00
Restroom Trailer	\$3,000.00	\$2,634.06
Paypal Fees	\$500.00	\$500.00
General Supplies	\$200.00	\$3,343.32
T-shirts	\$2,500.00	\$2,085.44
Butterfly Cutouts	\$500.00	\$115.00
Parking Area for Vendors	\$2,500.00	\$500.00
MCDC Expenses	\$14,640.00	\$8,928.96
Total Minus MCDC Expenses	\$29,860.00	\$28,028.60
Total Expense	\$44,500.00	\$36,957.56
Total Net Income	\$910.00	\$1,219.49

The main variances included the inability to finalize the use of the billboard. We will pursue its availability at a later date. We also took advantage of free or lower cost social media marketing opportunities.

In-kind Donations:

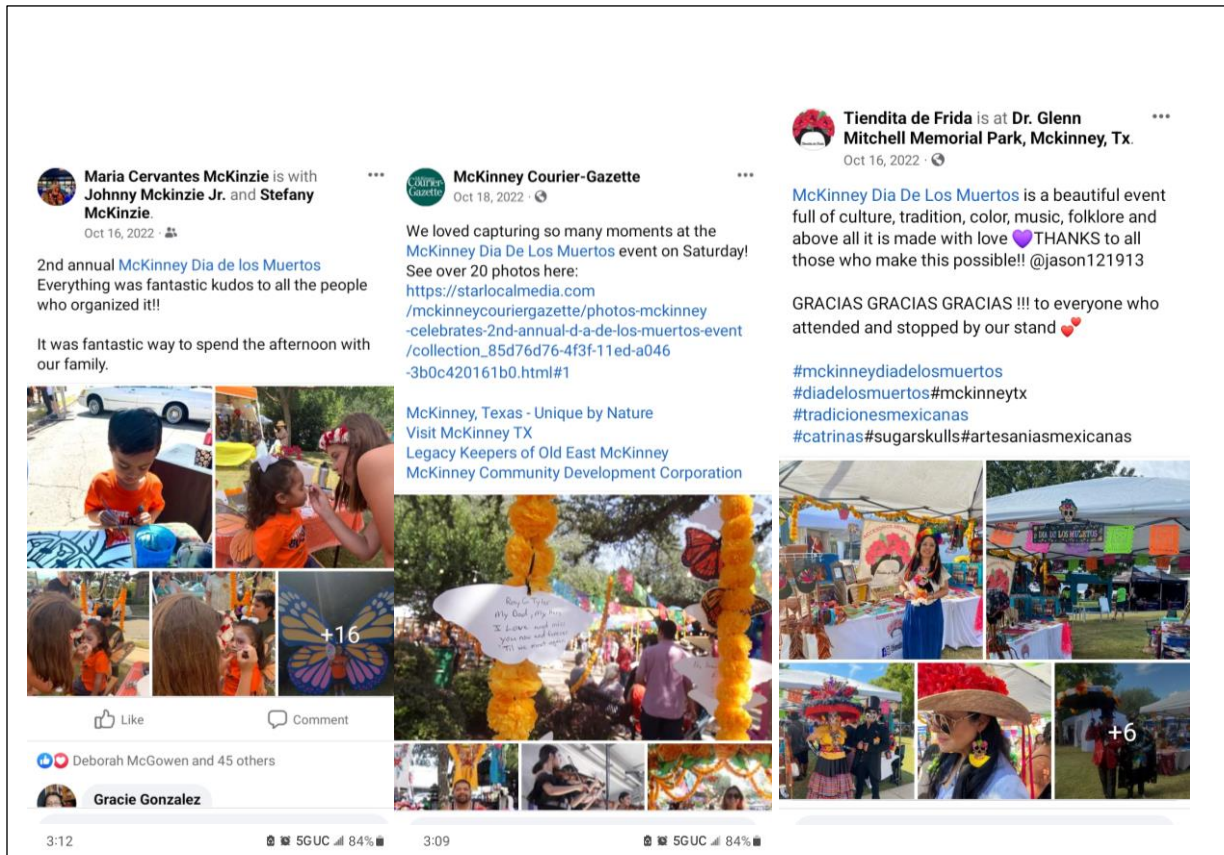
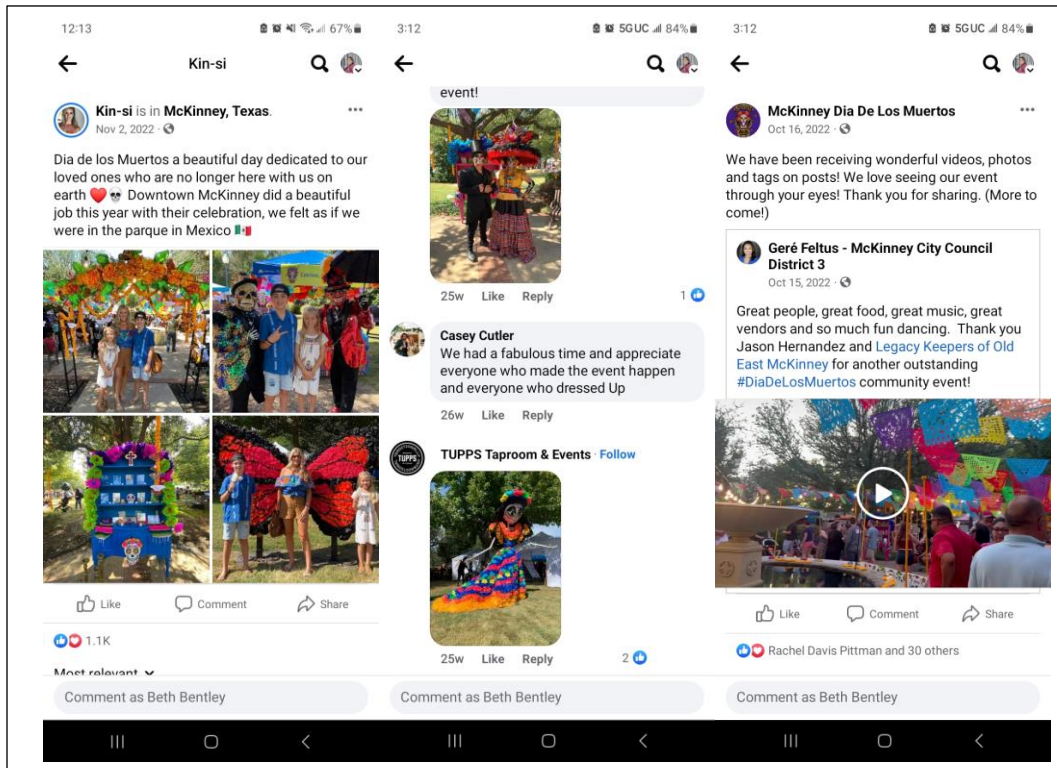
Donated Service/Product	Value	Donor
Handcrafted Décor if professional/artistic labor/time were contracted	\$19,200 (640 hrs @\$30/hr)	ABC Breck Art
Marketing if contracted for their craftsmanship/labor time	\$15,000 (100hrs @\$150/hr)	Theresa Johnston
Website (mckinneydiadelosmuertos.com)	\$2,500	Wendy Kidd – Each and Every Detail
TOTAL	\$36,700	

The community reached out beyond our expectation 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 to see this cultural experience come to life in a very vibrant way.

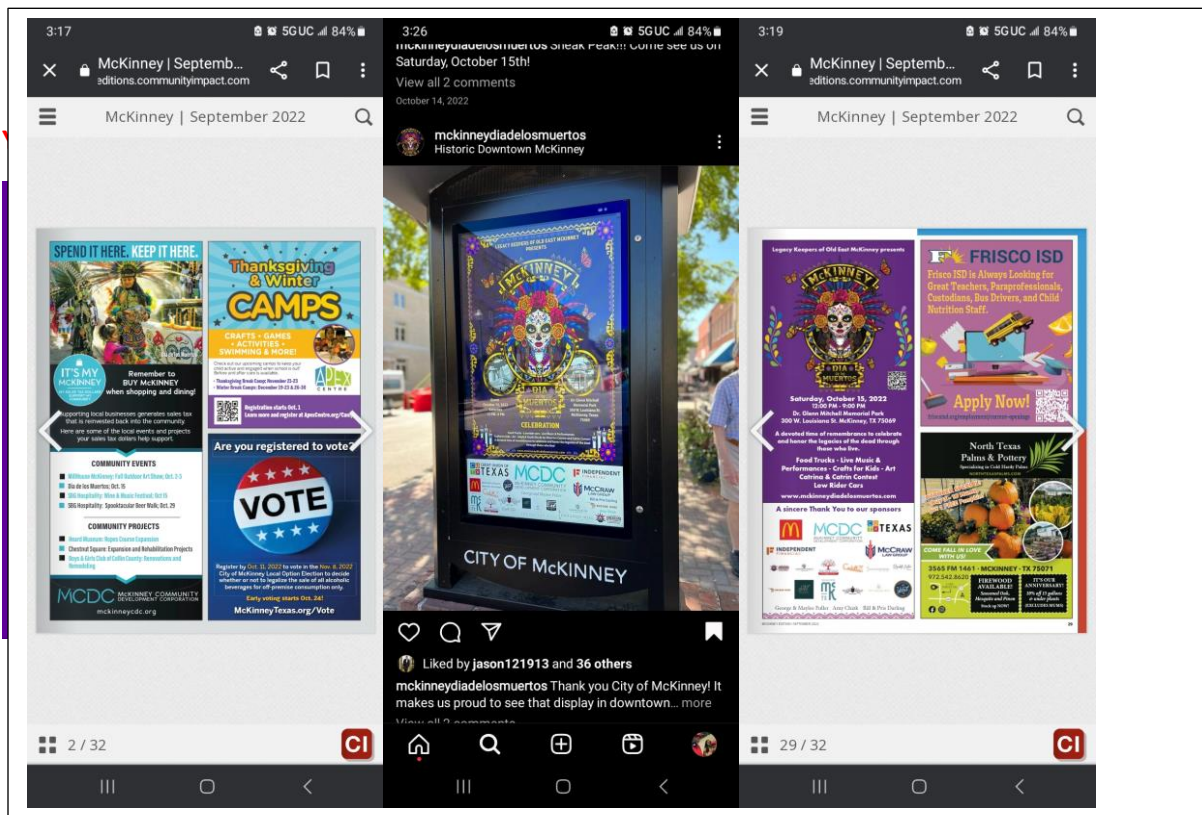
THANK YOU to our Sponsors!



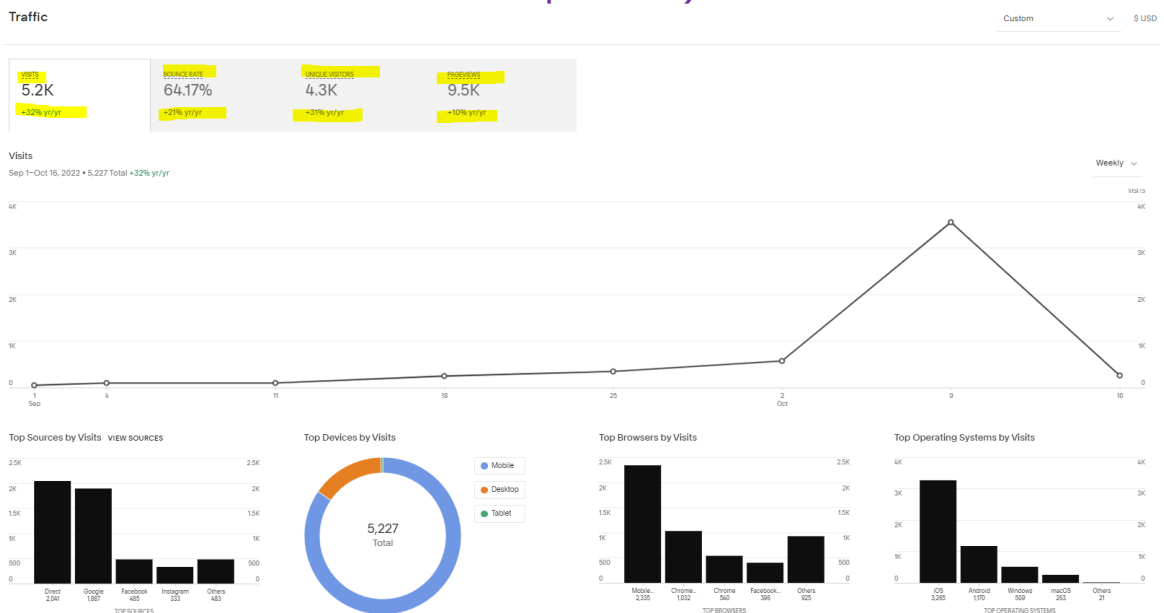
What people had to say:



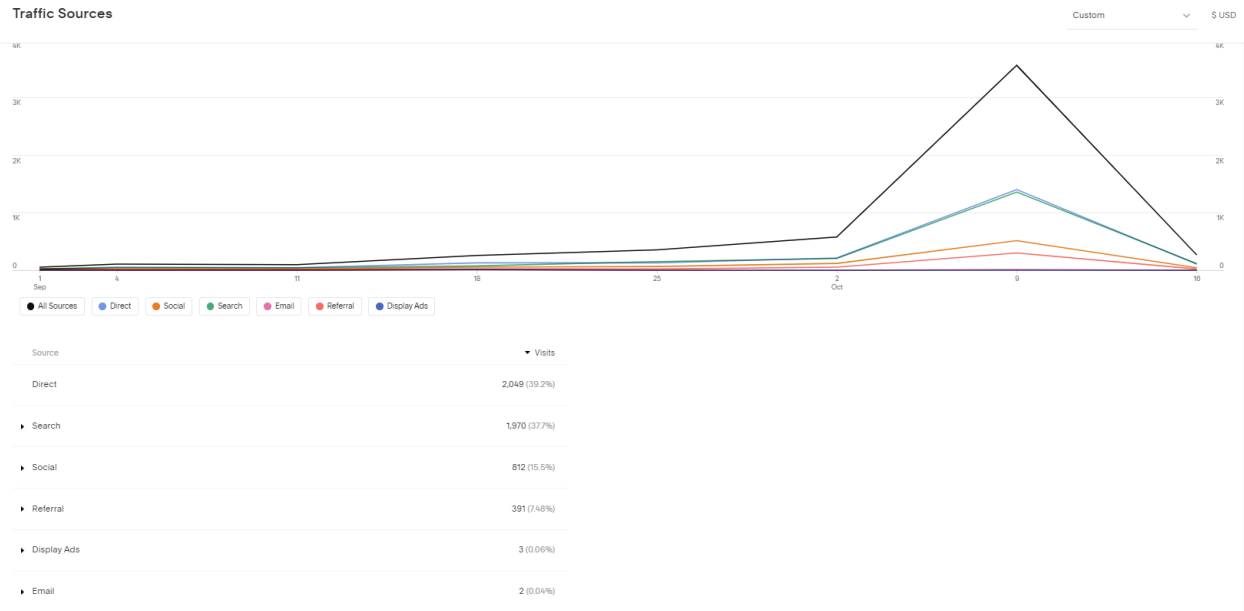
• Samples of printed marketing and outreach materials (MCDC logo included)



mckinneydiadelosmuertos.com
 Website Traffic 9.1-10.16.22 (includes increased yr/yr comparison)



Website Traffic Sources – 9.1-10.16.22



• **Photographs, slides, videotapes, etc.**

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

Includes promotional footage by Elizabeth Justice Allen & Chad Hatcher of Extreme Heights Production

2022

MCKINNEY DIA DE LOS MUERTOS



RECAP



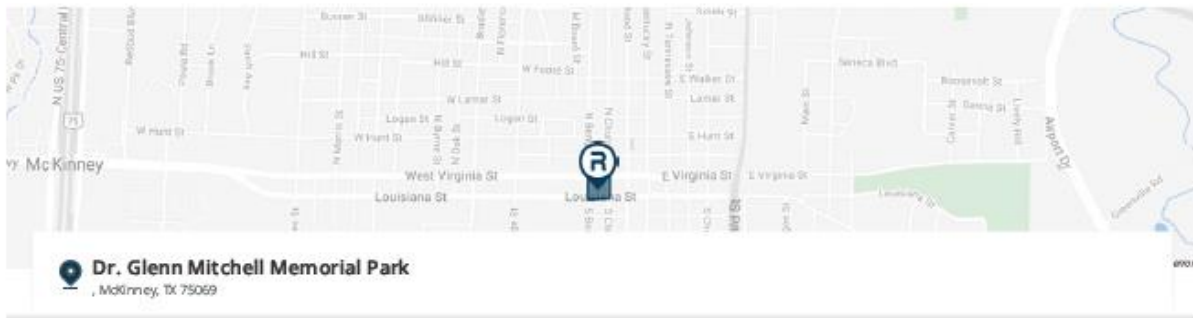


- Performance against metrics outlined in application

Metrics to Evaluate Success

• **Attendance:** We brought in **2,500+ people to the McKinney Square on a Saturday in October 2021. We planned for 3,500-5,000 for 2022 and positively impacted the businesses who participated in our 2022 event and/or are located nearby. **ACTUAL PARTICIPANTS: 3,700+ AND BUSINESS IMPACT PER THE RETAIL COACH:****

Dr. Glenn Mitchell Memorial Park (Día De Los Muertos) • Mobile Data Analysis
McKinney, Texas • October 15, 2022



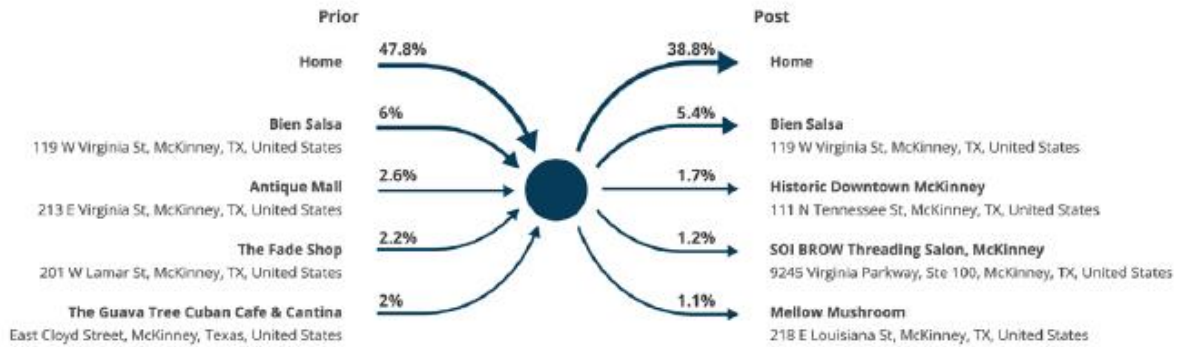
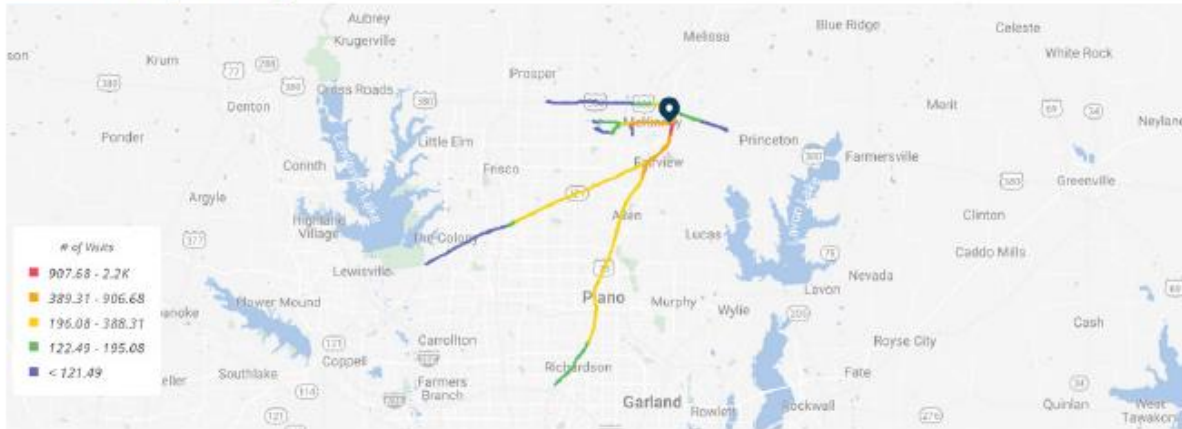
Metrics

Est. # of Visits

Dr. Glenn Mitchell Memorial Park

3.7K

Customer Journey



Favorite Places

1	Bien Salsa W Virginia St	0.07 mi	387 (10.4%)
2	Shopping Center at 380 Towne Crossing W University Dr	1.95 mi	146 (3.9%)
3	Cameron Crossing N Central Expy	1.68 mi	126 (3.4%)
4	Grand Hotel in Historic Downtown McKinney TX W Louisiana St	0.08 mi	117 (3.1%)
5	Antique Mall E Virginia St	0.21 mi	112 (3%)

Length in minutes

CITY	STATE	ZIP CODE	% OF CUSTOMERS
McKinney	TX	75070	18.23
McKinney	TX	75069	16.44
McKinney	TX	75071	8.78
Plano	TX	75093	3.53
Princeton	TX	75407	3.13
Frisco	TX	75035	2.36
Allen	TX	75002	2.28
Plano	TX	75074	2.20
Plano	TX	75025	2.20
Richardson	TX	75080	2.14
Dallas	TX	75217	2.03
Anna	TX	75409	1.90
Plano	TX	75075	1.66
Mesquite	TX	75150	1.53
Wylie	TX	75098	1.42
Houston	TX	77098	1.31
Dallas	TX	75211	1.10
Dallas	TX	75230	1.10
Dallas	TX	75252	1.07
Albuquerque	NM	87106	1.04
Denison	TX	75020	1.02
Dallas	TX	75248	1.02
Englewood	CO	80111	1.02
Dallas	TX	75212	0.99
Dallas	TX	75238	0.99
Greenville	TX	75401	0.94
Little Elm	TX	75068	0.91
Garland	TX	75041	0.88

CITY	STATE	ZIP CODE	% OF CUSTOMERS
Riverbank	CA	95367	0.86
Columbia	MO	65203	0.83
Denton	TX	76201	0.80
Allen	TX	75013	0.80
Plano	TX	75023	0.78
Timpson	TX	75975	0.75
Van Alstyne	TX	75495	0.72
Fort Worth	TX	76131	0.67
Odessa	TX	79761	0.67
Paris	MO	65275	0.62
Denton	TX	76209	0.62
Myrtle Beach	SC	29577	0.62
Melissa	TX	75454	0.59
Fort Worth	TX	76123	0.56
Lewisville	TX	75077	0.56
Paris	TX	75460	0.54
Mount Pleasant	TX	75455	0.51
Sulphur	LA	70663	0.46
Norman	OK	73071	0.46
Corpus Christi	TX	78410	0.43
Rockwall	TX	75032	0.40
Caddo Mills	TX	75135	0.37
Waco	TX	76706	0.37
San Marcos	TX	78666	0.35
Howe	TX	75459	0.35



• **Non-McKinney Attendance:** We expected our non-McKinney participation to be high, possibly 40%. We believe that many from surrounding communities that do not have a Day of the Dead event will attend ours, such as those from Allen, Frisco, Anna, Celina, Plano, Richardson, Prosper, etc.

ACTUAL NON-MCKINNEY PARTICIPATION PER THE RETAIL COACH: 56.55%

• **Monetary Impact:** Our financial focus is to build on the first-year baseline by adding 3-5 new attractions and covering the costs of this event. All excess funds will go to support Legacy Keepers and its initiatives that raise awareness of Hispanic/Black culture and others in McKinney.

EXCESS FUNDS OF APPROXIMATELY \$1,200 ARE EXPECTED TO GO BACK INTO ONGOING LEGACY KEEPERS INITIATIVES.

• **Educational Impact:** This event is meant to engage residents and visitors in awareness of Hispanic and Black culture and heritage in McKinney. This will include email signups for Legacy Keepers to gain a larger audience, volunteers and ambassadors. **IN ADDITION TO THE 35+ VENDORS, LEGACY KEEPERS PROVIDED A BOOTH THAT EDUCATED PARTICIPANTS IN MEXICAN AND BLACK CULTURE THROUGH EDUCATIONAL MATERIALS, TRIVIA AND AN OFRENDA. THIS PHOTO WAS CAPTURED AT THE FIRST MCKINNEY DIA DE LOS MUERTOS. IT INCLUDES LEGACY KEEPERS LEADERS JOSHUA BERRY AND DELANA COFIELD. SADLY, MS. COFIELD PASSED AWAY UNEXPECTEDLY**

JUST BEFORE THE 2022 DDLM. WE CONTINUE TO HONOR HER MEMORY. Thank you!

