

## **McKINNEY COMMUNITY DEVELOPMENT CORPORATION**

### **Final Report 2023**

Organization: McKinney Chamber of Commerce Foundation

Funding Amount: \$9,000 Funding Reimbursement: \$7,078.06

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

Start Date: Saturday, October 14, 2023

Completion Date: Saturday, October 14, 2023

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 3<sup>rd</sup> 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 the McKinney Chamber of Commerce Foundation for the 3<sup>rd</sup> year. Community leader Mr. Jason Hernandez is the visionary for this event. The committee for this event is an all-volunteer committee that has existed since the first year of the 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 DDL M 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. Each year she has added elements to the decor including life-sized Katrina's and spirit animals.

Over 6 months, approximately 640 hours were 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 DDL M event. Décor created by Melissa Patrello for the inaugural DDL M 2021 celebration was also included in this year's 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 5,000 persons in attendance a chance to become educated about DDLM and to honor the memories of their loved ones, many building their 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, Donut DFW North, Tacos McKinney and Fresh Mex** provided food trucks with *delicious* Latin cuisine! We grew from three to five food truck this year.

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. **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; M&J Artesanias, Le Creep, Magali Smith, Tzicuri; CUTX; McDonald's Foundation; Friday Bee Sweets; Frida headbands painting; Vita Verde Botanicals; 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, Tacos McKinney 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. We have 7 pay a deposit to return/reserve their spot for this coming year's event.

• **Identify goals and objectives achieved:**

• **Make people aware of Mexican History we have in our community and share the culture and stories of the ofrendas and 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](http://www.mckinneydiadelosmuertos.com)), Facebook (<https://www.facebook.com/mckinneydiadelosmuertos/>) and Instagram ([https://instagram.com/mckinneydiadelosmuertos?utm\\_medium=copy link](https://instagram.com/mckinneydiadelosmuertos?utm_medium=copy_link)) pages; 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
- KLAQ Radio
- A2Z Care Partners
- Art Club
- Millhouse Lunch and Learn
- Kiwanis Club

Throughout the event, the committee members shared information with the general public by walking around the event and from the information container located on Louisiana St. Ongoing opportunities were provided to inform the spectators from the main stage.

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

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

Wendy Kidd	Leader / Logistics
Theresa Strange Johnston	Media / Community Relations
Amy Chizk	Décor Coordinator
Theresa Strange Johnston & Wendy Kidd	Sponsorships
Blynda Christian	Costume Contest/Advisor
Celeste H. Cox	Vendor Coordinator
Sheri Shulenberger	Vendor Coordinator
Kim Hughes	Volunteer Coordinator
David Granger	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** - 260 hours donated by Theresa Strange

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

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 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. 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.

● **Connect with other local community members, businesses, artists, city entities, and students unaware of Día 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. **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 14 2023 FINANCIAL REPORT

Income	Budget	Actual
Sponsorships	\$20,000.00	\$22,700.00
MCDC	\$9,000.00	\$7,078.06
Food Trucks	\$1,750.00	\$3,070.10
Vendor Booths	\$2,000.00	\$3,500.00
T-Shirt Income	\$548.00	\$226.25
<b>Total Income</b>	<b>\$36,298.00</b>	<b>\$36,348.16</b>
Expenses	Budget	Actual
Pre-Event Marketing Materials (promotional videos, flyers, cards, yard signs)	\$3,000.00	\$2,678.06
Event Day Marketing (stage banners, large posters, a-frame signs, informational brochures)	\$2000.00	\$721.50
Local Newspapers	\$2,000.00	\$2,825.00
Local Radio	\$500.00	\$1575.00
Email Campaigns	\$500.00	\$0.00
Social Media Ads	\$1,000	\$24.98
Branding (marketing material design)	\$0.0	\$0
Artistic Decor	\$3,000.00	\$965.75
DJ & Entertainment	\$5,500.00	\$3,450.00
Security	\$1215.00	\$1,080.00
Permit Fee	\$100.00	\$100.00
Mobile Stage Rental Fee	\$695.00	\$805.00
Sound & Lighting	\$5,000.00	\$6,000.00
Event Insurance	\$1030.00	\$2431.00
Restroom Trailer	\$1500.00	\$1950.00
Paypal Fees	\$500.00	\$0.00
General Supplies	\$3,343.00	\$152.50

T-shirts	\$2,100.00	\$1,653.44
Butterfly Cutouts	\$150.00	\$77.00
Waste Connections		\$562.50
Traffic Plan		\$697.75
Storage		\$195.00
Parking Area for Vendors	\$0.00	\$0.00
MCDC Expenses	\$9000.00	\$7,078.06
Total Minus MCDC Expenses	\$24,133.00	\$20,842.28
Total Expense	\$33,133.00	\$27,945.32
Total Net Income	\$3,165.00	\$8,402.84

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:**

<b>Donated Service/Product</b>	<b>Value</b>	<b>Donor</b>
<b>Handcrafted Décor</b> if professional/artistic labor/time were contracted	<b>\$19,200 (640 hrs @ \$30/hr)</b>	ABC Breck Art
<b>Marketing</b> if contracted for their craftsmanship/labor time	<b>\$39,000 (260hrs @ \$150/hr)</b>	Theresa Johnston
<b>Website</b> (mckinneydiadelosmuer to s.com)	<b>\$2,500</b>	Wendy Kidd – Each & Every Detail
<b>TOTAL</b>	<b>\$60,700</b>	

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!**

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



**Posters**



**Yard Signs**



Postcards inside

Saturday, October 14, 2023  
12:00 PM - 9:00 PM

Dr. Glenn Mitchell Memorial Park  
300 W. Louisiana St.  
McKinney, TX 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 Contest



Postcards Front

Stage banner





# mkinneydiadelosmuertos.com

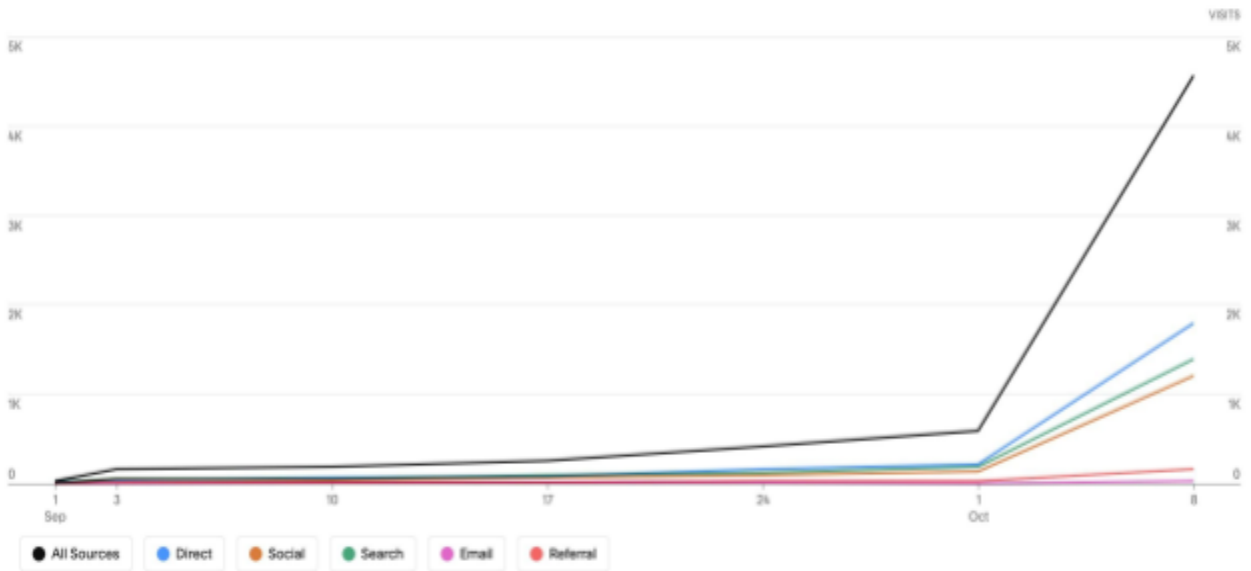
Website Traffic 9.1-10.14.23 (includes increased yr/yr comparison)

## Website Traffic Sources – 9.1-10.14.23 6,197 Visits 6.2K 90% increase YR/TR



### Visits

Sep 1–Oct 14, 2023 • 6,197 Total

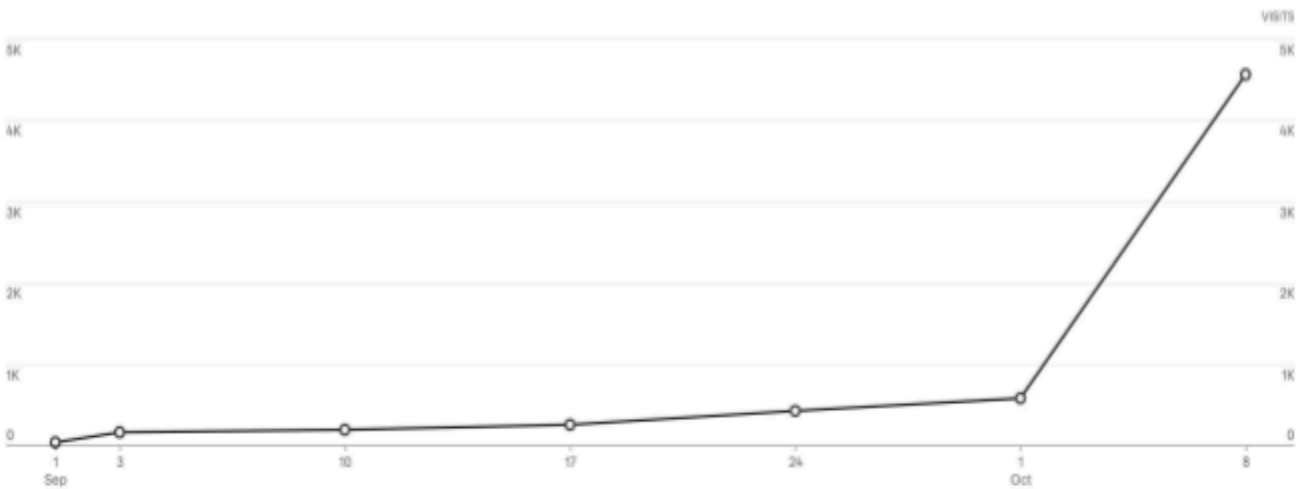


<b>VISITS</b> <b>6.2K</b> +90% yr/yr	<b>BOUNCE RATE</b> <b>67.69%</b> +7% yr/yr	<b>UNIQUE VISITORS</b> <b>5.1K</b> +88% yr/yr	<b>PAGEVIEWS</b> <b>10K</b> +67% yr/yr
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### Visits

Sep 1–Oct 14, 2023 • 6,197 Total +90% yr/yr

Weekly



• Photographs, slides, videotapes, etc.

(<https://www.facebook.com/mckinneydiadelosmuertos/>) and Instagram ([https://instagram.com/mckinneydiadelosmuertos?utm\\_medium=copy\\_link](https://instagram.com/mckinneydiadelosmuertos?utm_medium=copy_link)) pages

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



Members of the Dia de los Muertos Committee

- Performance against metrics outlined in the application

### Metrics to Evaluate Success

- **Attendance:** *We brought in 5,000+ people to McKinney Square on a Saturday in October 2023. We planned for 3,500-5,000 for 2023 and positively impacted the businesses who participated in our 2023 event and/or are located nearby. **\*\* Retail coach #s tracked different blocks than previous years, so unable to compare numbers from previous years due to inconsistent data. This estimate is from foot-traffic based on previous years event.***

- **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. **Specific data from retail coach was based on different blocks than previous years events, so unable to provide specific numbers.***

- **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 next years event and a scholarship for Hispanic youth and initiatives that raise awareness of Hispanic/Black culture and others in McKinney.*

**EXCESS FUNDS OF APPROXIMATELY \$7,000 ARE EXPECTED TO GO BACK INTO ONGOING DIA DE LOS MUERTOS EVENT INITIATIVES TO PROVIDE EVENT FUNDING FOR THE NEXT YEARS EVENT AND A \$1,200 SCHOLARSHIP FOR A HISPANIC YOUTH.**

- **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, THE COMMITTEE MEMBERS OFFERED AN AREA THAT EDUCATED PARTICIPANTS IN THE CULTURE WITH OFRENDAS AT THE CENTER OF THE FOUNTAIN AREA OPEN TO GUESTS TO ADD PHOTOS OF THEIR LOVED ONES. A BUTTERFLY MEMORY AREA WAS PROVIDED FOR GUESTS TO DECORATE A BUTTERFLY IN MEMORY OF THEIR LOVED ONES. CULTURAL DANCE TYPICAL OF THE HISPANIC CULTURE WAS SCHEDULED THROUGHOUT THE DAY WITH AMAZING COSTUMES AND THE HIGH SCHOOLS ENGAGED WITH FACE PAINTING AND COLORING PAGES REPRESENTING THE HISPANIC HISTORY OF MCKINNEY.***

Thank you!