## DÍA DE LOS MUERTOS MCKINNEY 2022 MCKINNEY COMMUNITY DEVELOPMENT CORPORATION PRESENTATION

JUNE 23, 2022

## LEGACY KEEPERS OF OLD EAST MCKINNEY PRESENTS... DÍA DE LOS MUERTOS MCKINNEY 2022

## LET'S CELEBRATE!

A LATIN AMERICAN CUSTOM CELEBRATING THE LIVES OF THE DECEASED WITH FOOD, DRINK, PARTIES, AND ACTIVITIES THAT THE DEAD ENJOYED IN LIFE.

## FAMILY. COMMUNITY. ART. CULTURE.

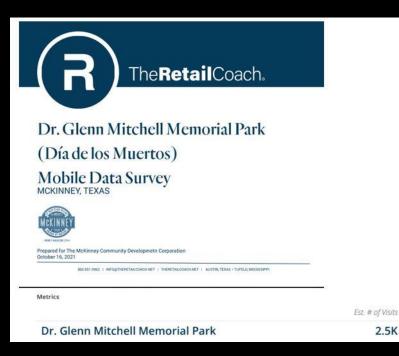
Presenters: Jason Hernandez - DDLM Director Beth Bentley – Legacy Keepers

### HIGHLIGHTS OF THE INAUGURAL YEAR 2021 ELIZABETH JUSTICE ALLEN & CHAD HATCHER OF EXTREME HEIGHTS PRODUCTION



## ATTENDANCE & MARKETING 2021

#### ATTENDANCE: 2.5K+



2.5K

#### MARKETING:

McKinney Día de los Muertos website (www.mckinneydiadelosmuertos.com)

Facebook (https://www.facebook.com/mckinneydiadelosmuertos/)

Instagram (https://instagram.com/mckinneydiadelosmuertos?utm\_medium=copy\_link) pages

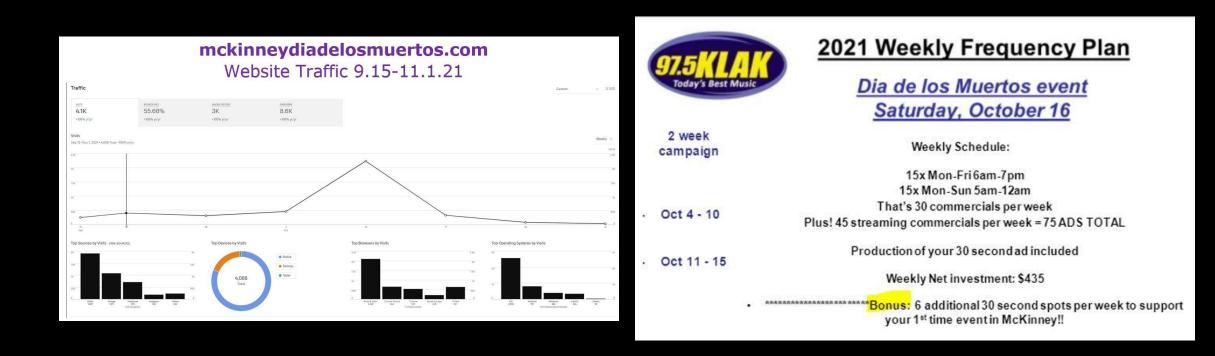
Legacy Keepers Facebook page (https://www.facebook.com/legacykeepersmckinney/)

Paid and donated newspaper articles through Community Impact and McKinney Courier Gazette.

Presentations to the following entities:

- McKinney Creative Community
- Kiwanis Club
- McKinney Morning Pride Lions Club
- McKinney Noon Lions Club
- Rotary Club
- Millhouse Lunch and Learn
- Downtown merchants
- Roy & Helen Hall McKinney Public Library (Genealogy Week)
- KLAK Radio paid advertisement

# MARKETING TRAFFIC SNAPSHOT 2021



## TEAM DDLM

## 2022

Jason Hernandez	DDLM Director/Creative Visionary
Wendy Kidd	Logistics Coordinator
Beth Bentley	Legacy Keepers/Sponsorships
Amy Chizk	Décor Coordinator
Theresa Strange	Marketing Coordinator
Blynda Christian	Contest Coordinator
Roberta Rodriguez	Entertainment Coordinator
Celeste H. Cox	Vendor Coordinator/Hospitality
Kim Hughes	Volunteers



## FROM 2,500 PARTICIPANTS TO 5,000

Expenses	BUDGET	ACTUAL
Website	\$250.00	\$187.06
Print 2000 tri-fold brochures	\$1,150.00	\$695.40
200 18"x24" posters for downtown businesses	\$925.00	\$0.00
2 8'x10' murals displayed downtown	\$2,400.00	\$0.00
Local newspapers - Community Impact/McKinney	\$0.00	\$1,615.00
Local news interview	\$0.00	\$0.00
Create social media presence - FB, IG, TikTok, Tw	\$0.00	\$0.00
Social Media Ads	\$1,000.00	\$2,270.40
Advertise on billboard rider - Central Exp in McKini	\$450.00	\$0.00
Yard Signs along Virginia	\$500.00	\$150.00
Branding - logo, t-shirt design and poster design	\$1,800.00	\$1,753.06
MCDC EXPENSES	\$8,475.00	\$6,670.92

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Income	Budget
Sponsorships	\$25,000.00
MCDC	\$14,640.00
Food Trucks	\$1,750.00
Vendor Booths	\$3,520.00
T-Shirt Income	\$500.00
Total Income	\$45,410.00
Expenses	Budget
Pre-Event Marketing Materials (promotional videos, flyers, cards, yard signs)	\$5,500.00
Event Day Marketing (stage banners, large posters, a-frame signs, informational brochures)	\$500.00
Local Newspapers	\$1,615.00
Local Radio	\$1,875.00
Social Media Ads	\$1,000.00
Local Billboard - Hwy 5	\$3,150.00
Branding (marketing material design)	\$1,000.00
Artistic Decor	\$7,500.00
DJ & Entertainment	\$5,000.00
Security	\$810.00
Permit Fee	\$100.00
Mobile Stage Rental Fee	\$1,500.00
Sound & Lighting	\$5,000.00
Event Insurance	\$750.00
Restroom Trailer	\$3,000.00
PayPal Fees	\$500.00
General Supplies	\$200.00
T-shirts	\$2,500.00
Butterfly Cutouts	\$500.00
Parking Area for Vendors	\$2,500.00
MCDC Expenses (32% of total budget)	\$14,640.00
Total Minus MCDC Expenses	\$29,860.00
Total Expense	\$44,500.00
Total Net Income	\$910.00

## NEW FEATURES FOR DDLM 2022 SATURDAY, OCTOBER 15TH DR. GLENN MITCHELL MEMORIAL PARK

- Quilt Show in partnership with Heard-Craig Center for the Arts
- Car Show
- On-site t-shirt sales

THANK YOU FOR BEING AN INTEGRAL SPONSOR IN THE SUCCESS OF DDLM 2021.

LOOKING FORWARD TO 2022 WITH OUR 150+ VOLUNTEERS!



QUESTIONS?