



24-1705

TITLE: Consider/Discuss Promotional and Community Event Grant Application Submitted by McKinney Chamber Foundation (PC 24-14) in the Amount of \$9,350.00 for the Advertising, Marketing and Promotion of the 2024 Día De Los Muertos Celebration

COUNCIL GOAL: 5: Enhance Quality of Life in McKinney

5C: Continue to market and highlight McKinney as a unique destination for residents and visitors alike.

MEETING DATE: June 27, 2024

DEPARTMENT: McKinney Community Development Corporation

CONTACT: Cindy Schneible, President

ITEM SUMMARY:

- McKinney Chamber Foundation has submitted the grant request, in the amount of \$9,350, on behalf of a volunteer, grassroots effort to organize the annual community wide Día De Los Muertos Celebration will be held October 19, 2024 at Mitchell Park in Downtown McKinney.
- Event will highlight Mexican, Puerto Rican, Honduran and Columbian History and Culture in McKinney.
- 2023 attendance was estimated at approximately 5,000.

BACKGROUND INFORMATION:

- The purpose of the McKinney Chamber Foundation is the advancement and diffusion of knowledge and understanding of economics, matters of public concern, and other subjects related to improved efficiency, development, acceleration of both the quality and quantity of economic growth and employment opportunities.

FINANCIAL SUMMARY:

- MCDC's allocated Promotional and Community Event grant funding for FY 24 in the amount of \$200,000 -- \$100,000 for Cycle I applicants and \$100,000 for Cycle II applicants.
- Total grant funds available for Cycle II, including reappropriation of unused

promotional funds from FY23, total \$154,606.

- MCDC awarded McKinney Chamber Foundation a Promotional and Community Events grant totaling \$9,000 for 2023 Dia de los Muertos.

SUPPORTING MATERIALS:

- Application Packet
- Presentation

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[Presentation](#)