



21-0556

TITLE: Consider/Discuss Promotional and Community Event Grant Application Submitted by Colorful Collaborations (PC 21-12) in the Amount of \$14,475 for the Advertising, Marketing and Promotion of Día De Los Muertos Celebration.

COUNCIL GOAL: 5: Enhance Quality of Life in McKinney
5C: Market and highlight McKinney as a unique destination for residents and visitors alike.

MEETING DATE: June 24, 2021

DEPARTMENT: McKinney Community Development Corporation

CONTACT: Cindy Schneible, President

ITEM SUMMARY:

- Colorful Collaborations has submitted the grant request on behalf of a volunteer, grassroots effort that carries the name Legacy Keepers of Old East McKinney.
- The Legacy Keepers will be coordinating a community wide Día De Los Muertos Celebration in October 2021.
- Event will highlight Mexican, Puerto Rican, Honduran and Columbian History and Culture in McKinney.

BACKGROUND INFORMATION:

- The mission and purpose of Legacy Keepers of Old East McKinney is to use the strength of members' unique identities in a collective framework to document, honor and promote the historic legacies of McKinney's Black and Mexican communities ensuring that all cultures are natural part of the community's experiences.

FINANCIAL SUMMARY:

- MCDC's allocation for Promotional and Community Event grants for this cycle is \$100,000.
- MCDC awarded Colorful Collaborations/Legacy Keepers of Old East McKinney a grant for \$2,000 in 2021.

SUPPORTING MATERIALS:

[Application Packet](#)
[Presentation](#)