



22-0545

TITLE: Consider/Discuss Promotional and Community Event Grant Application Submitted by Legacy Keepers of Old East McKinney (PC #22-18) in the Amount of \$14,640.00 for the Advertising, Marketing and Promotion of the 2022 Día De Los Muertos Celebration.

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

MEETING DATE: June 23, 2022

DEPARTMENT: McKinney Community Development Corporation

CONTACT: Cindy Schneible, President

ITEM SUMMARY:

- Legacy Keepers of Old East McKinney 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 its 2nd annual community wide Día De Los Muertos Celebration in October 2022.
- 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 a natural part of the community's experiences.

FINANCIAL SUMMARY:

- MCDC's annual allocation for Promotional and Community Event grants is \$200,000. Remaining budget is \$101,000.
- MCDC awarded Colorful Collaborations/Legacy Keepers of Old East McKinney a grant for \$4,000 in FY 22 for the Black History Month Education Program Pop-up Museum.

- MCDC awarded \$8,475 for the 2021 Día De Los Muertos.

SUPPORTING MATERIALS:

[Application Packet -- 22-18 Legacy Keepers Dia de los Muertos Presentation](#)