



25-2359

TITLE: Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by McKinney Chamber of Commerce (PC 25-03) in the Amount of \$15,000.00 for the Advertising, Marketing and Promotion of the 2025 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: January 23, 2025

DEPARTMENT: McKinney Community Development Corporation

CONTACT: Cindy Schneible, President

ITEM SUMMARY:

- McKinney Chamber Foundation has submitted the grant request, in the amount of \$15,000.00, on behalf of a volunteer, grassroots effort to organize the annual community wide Día De Los Muertos Celebration which will be held October 11, 2025, at Mitchell Park in Downtown McKinney.
- Event will highlight Mexican, Puerto Rican, Honduran and Columbian History and Culture in McKinney.
- Admission is free.
- Expected attendance is 7,500. (2024 attendance was estimated at 7,000.)

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, and acceleration of both the quality and quantity of economic growth and employment opportunities.

FINANCIAL SUMMARY:

- MCDC's allocation for Promotional and Community Event grants for FY 25 is \$250,000 -- \$125,000 for Cycle I applicants and \$125,000 for Cycle II applicants.
- MCDC awarded a Promotional and Community Event grant to McKinney

Chamber Foundation totaling \$9,350 for the 2024 Dia de los Muertos.

SUPPORTING MATERIALS:

- Application Packet
- Presentation

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