

# CITY OF McKINNEY, TEXAS

## Legislation Text

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**File #:** 22-0545, **Version:** 1

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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 2<sup>nd</sup> 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:**

- MCDCC's annual allocation for Promotional and Community Event grants is \$200,000. Remaining budget is \$101,000.
- MCDCC 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.
- MCDCC awarded \$8,475 for the 2021 Día De Los Muertos.