

**Application for  
Best Event Under \$20,000**

**Día de Los Muertos Festival,  
City of Greer, SC**

**Judges' score: 8.44**

## Detailed description of the event:

The City of Greer's Day of the Dead Festival (Día de Los Muertos) is a vibrant celebration that honors Mexican culture. Held on November 1, 2025, at the Edward R. Driggers City of Greer Center for the Arts, the festival offered an immersive experience featuring music, performances, crafts, food, and artisan vendors. An art exhibition titled Rebirth and Remembrance, which was tied to the butterfly life cycle along with the meaning of the holiday to remember those who have passed and to keep their spirit alive in our minds and hearts, was on display in the galleries. The exhibit also coincided with Hispanic Latino Heritage Month. The inaugural event took place in 2024 and far exceeded attendance expectations. Moving into the second year, staff worked diligently to address parking needs, add additional performances/activities, extend the event by 2.5 hours, and dive even deeper into the traditions of the holiday. Inside the arts center featured a constant flow of vibrant performances by Latin dancers, a mariachi band, salsa band, and a screening of the movie Coco. Free indoor activities included decorating sugar skull cookies and printmaking demonstrations. Outside at the park featured artisan vendors, stilt walkers with monarch butterfly wings, free crafts and face painting, food vendors, and much more. Eduardo Erbina, our Cultural Collaborator and Emcee for the inside stage, provided explanations and descriptions to the audience in Spanish and English. Yolima Earle, a Greer resident, volunteered to serve as a translator and ambassador during the planning process and actual event. She also worked with a local business to provide free bread (Pan de Muerto) and coffee (Café de Olla) to attendees. This year, we invited three artists to lead interactive workshops. In Orlando Corona's printmaking workshop, attendees were invited to create a design, apply ink, and print under his tutelage. Jose Romero provided a live demonstration of his painting approach. Sara Montero, who grew up in Mexico, shared her expertise in Papel Picado, which is a type of traditional Mexican folk art creating colorful banners with intricate designs. These unique experiences are a top highlight of the event. Nine artisan vendors showcased handmade crafts in the park. Free craft stations featured paper marigold headbands, peg butterflies, skull scratch art, and papel picado (paper banners). More than 40 volunteers prepared crafts prior to the event (~300 of each craft), assisted with event set up, and craft stations. The arts center and park were transformed and vibrantly decorated with marigolds, monarch butterflies, papel picado, and sugar skulls. During Dia de los Muertos, many families create an altar known as an Ofrenda in their homes. At Greer's celebration, Mariana, a 12-foot Catrina, was a tribute to Mexican culture and folk art. Artist Sara Montero constructed the Catrina from papier-mâché, wood, and wire. Mariana embodies the symbolism of the celebration, including a traditional seven-level ofrenda, which serves as the heart of the piece. The Catrina guides viewers through the sacred journey of the soul in a ritual of remembrance and connection with those who have passed, celebrating the memory of those who have gone before and welcoming them back—if only for a brief, vibrant moment. It was of utmost importance to honor the tradition of the holiday while educating the community. Staff met with the Hispanic Alliance in Greenville and the SC Commission of Minority Affairs to promote the event and gain valuable insight for planning. The success of the event is due in part to these meaningful partnerships. We partnered with three Hispanic/Latino marketing companies to advertise in Spanish and English in print and digital formats. Promotional graphics, posters, and signage at the event were printed in the two languages. The Center for the Arts is located in a residential portion of downtown and does not have suitable parking for an event of this size. Improving on the first year of the event, staff coordinated with two churches to utilize their parking lots for additional parking. A free shuttle service was provided by the City to easily transport people to and from the event. The City of Greer Parks, Recreation & Tourism Department is dedicated to providing quality recreational experiences while administering the values of community image, human development, preservation of environmental resources, health and wellness, economic development, and cultural unity. The City's efforts to honor and preserve the authenticity of Día de los Muertos were widely appreciated by attendees, vendors, and partners. The celebration also has ties to the monarch butterfly, which holds special significance to Greer through our designation as the first Monarch City USA in South Carolina. The monarch butterfly's annual migration coincides with Día de los Muertos, a phenomenon that Mexican culture recognizes as a representation of souls returning to visit loved ones. During the event, staff provided educational information about the life cycle of a monarch butterfly and steps to foster healthy environments through planting milkweed and other nectar-rich plants that contribute to conservation. The festival's success was evident from positive feedback from attendees, who expressed gratitude for bringing this culturally rich event to Greer. The City's efforts to honor and preserve the authenticity of Día de los Muertos were widely appreciated. Plans for next year's celebration are already underway, aiming to build on this year's achievements and further deepen the community's understanding and appreciation of Mexican culture.

## Estimated number of attendees?

2,000

## Environmental or pet-friendly?

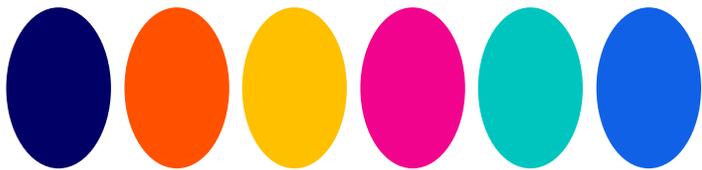
Explain howThe celebration also has ties to the monarch butterfly, which holds special significance to Greer through our designation as the first Monarch City USA in South Carolina. The monarch butterfly's annual migration coincides with Día de los Muertos, a phenomenon that Mexican culture recognizes as a representation of souls returning to visit loved ones. The City of Greer is dedicated to nature conservation and supporting habitats for Monarch butterflies, which are an endangered species. Recognizing the critical role of monarch butterflies in pollination and their declining populations, the City of Greer actively promotes the establishment of milkweed habitats, which are vital for monarch reproduction. During the event, staff provided educational information about the life cycle of a monarch butterfly and steps to foster healthy environments through planting milkweed and other nectar-rich plants that contribute to conservation. Per City of Greer Ordinance, pets are not allowed at special events.

# Event Info Marketing

The City of Greer Cultural Arts Division organized the festival with the assistance of the Hispanic Alliance of SC Commission for Minority Affairs, and members of the Latino community. All marketing materials were designed in house and highlighted the tradition and meaning of the holiday. The event was advertised in Spanish and English to welcome the entire community to the festivities.



Día de los Muertos incorporates vibrant colors and unique symbols rooted in Mexican tradition.



Festival y Mercado de Arte



Festival & Artist Market





# DAY OF The Dead

Festival & Artist Market

2,000

ATTENDEES

1,200

CRAFTS

14

VENDORS

40+

VOLUNTEERS

*"We at Hooarte were truly impressed by how much the Day of the Dead festival has grown this year. The event was beautifully executed and felt like a meaningful celebration of culture, community, and creativity."*

-Hoover Castano,  
Hooarte LLC, Upcycled Modern Art

A decorative graphic featuring a colorful skull with floral patterns on its forehead, positioned at the top center. Below the skull are two horizontal lines with circular end caps. The main text 'Dia De Los Muertos' is written in large, bold, multi-colored letters (orange, yellow, pink, and teal). The word 'Dia' is orange, 'De' is yellow, 'Los' is pink, and 'Muertos' is teal. Two stylized floral sprigs with colorful leaves and flowers are positioned on either side of the text.

# Dia De Los Muertos

Festival y Mercado de Artistas

A decorative graphic featuring a horizontal line with circular end caps, with a stylized blue floral element centered below the line.

“The Día de los Muertos program organized by the City of Greer was a beautiful and meaningful celebration for our Hispanic community. It honored our traditions, culture, and ancestors with respect and joy, creating a welcoming space for families of all ages. The event helped share the importance of Día de los Muertos with the wider community while making Hispanics feel seen, valued, and proud of our heritage. Special thanks to Robin Byouk for putting this wonderful event together and for her dedication to celebrating and supporting our Hispanic community. Programs like this strengthen cultural understanding and Greer’s commitment to celebrating diversity.”

-Eduardo Urbina (Cultural Collaborator and Emcee) and  
Yolima Earle (Event Ambassador and Translator)



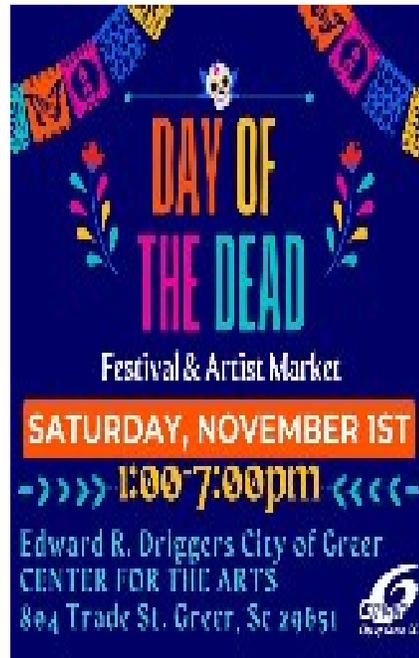
# EVENT MARKET



**DIA DE LOS MUERTOS**  
Festival y Mercado de Artistas

**EL SÁBADO 1 DE NOVIEMBRE**  
->>> 1:00-7:00pm <<<<-

Edward R. Driggers City of Greer  
CENTER FOR THE ARTS  
804 Trade St. Greer, SC 29651



**DAY OF THE DEAD**  
Festival & Artist Market

**SATURDAY, NOVEMBER 1ST**  
->>> 1:00-7:00pm <<<<-

Edward R. Driggers City of Greer  
CENTER FOR THE ARTS  
804 Trade St. Greer, SC 29651



**DIA DE LOS MUERTOS**  
Festival y Variedad de Artistas

1:00 - 9:00 • ENTRETENIMIENTO  
1:00 - 7:00 • VARIEDAD DE ARTISTAS  
1:00 • CAMIONES DE COMIDA  
2:00 - 5:00 • ARTESANIAS  
5:00 • LA PELICULA DE "COCO"



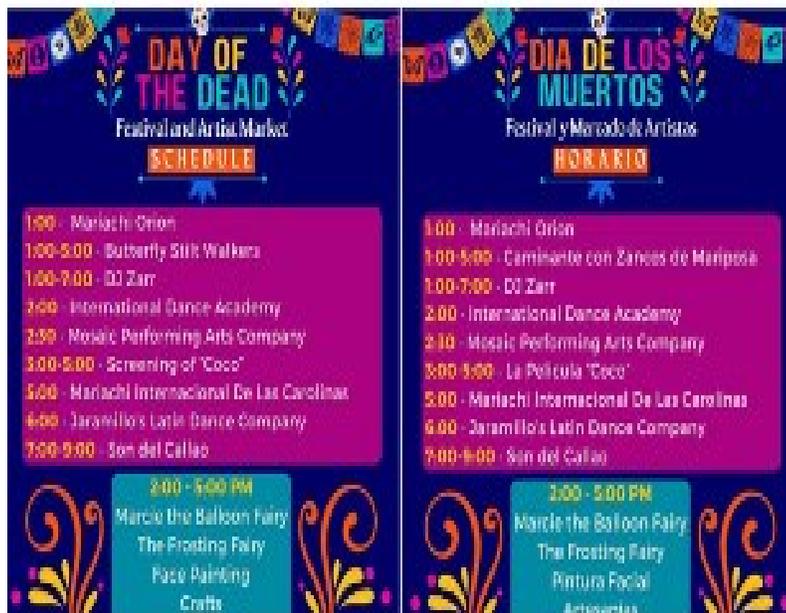
**sabado 1:00 a 9:00 PM**  
1 NOVEMBRE Edward R. Driggers City of Greer  
CENTER FOR THE ARTS  
804 Trade St. Greer, SC 29651

 City of Greer Parks, Recreation & Tourism  
November 1, 2021 - @

The City of Greer Center for the Arts Day of the Dead event is TODAY, 1-9pm! Admission is free and there will be lots of entertainment, vendors, and food trucks! See our other posts for the vendors lists!

(El evento del Día de los Muertos del Centro de las Artes de la ciudad de Greer es HOY, de 1 a 9 p. m.) (La entrada es gratuita y habrá mucho entretenimiento, vendedores y camiones de comida!) (Consulte nuestras otras publicaciones para ver la lista de vendedores!)

See translation



**DAY OF THE DEAD**  
Festival and Artist Market

**SCHEDULE**

1:00 - Mariachi Orion  
1:00-5:00 - Butterfly Silk Walkers  
1:00-7:00 - DJ Zarr  
7:00 - International Dance Academy  
8:00 - Mosaic Performing Arts Company  
8:00-9:00 - Screening of "Coco"  
9:00 - Mariachi Internacional De Las Carolinas  
6:00 - Jaramillo's Latin Dance Company  
7:00-9:00 - San del Calleo

**2:00 - 5:00 PM**  
Marcie the Balloon Fairy  
The Frosting Fairy  
Face Painting  
Crafts



**DIA DE LOS MUERTOS**  
Festival y Mercado de Artistas

**HORARIO**

1:00 - Mariachi Orion  
1:00-5:00 - Caminante con Zancos de Mariposa  
1:00-7:00 - DJ Zarr  
7:00 - International Dance Academy  
8:00 - Mosaic Performing Arts Company  
8:00-9:00 - La Pelicula "Coco"  
9:00 - Mariachi Internacional De Las Carolinas  
6:00 - Jaramillo's Latin Dance Company  
7:00-9:00 - San del Calleo

**2:00 - 5:00 PM**  
Marcie the Balloon Fairy  
The Frosting Fairy  
Pintura Facial  
Artesanias



**DAY OF THE DEAD**  
Festival and Artist Market

1:00 - 9:00 • ENTERTAINMENT  
1:00 - 7:00 • ARTISTS MARKET  
1:00 • FOOD TRUCKS  
2:00 - 5:00 • CRAFTS  
5:00 • SCREENING OF "COCO"



**Saturday 1:00 to 9:00 PM**  
NOVEMBER 1 Edward R. Driggers City of Greer  
CENTER FOR THE ARTS  
804 Trade St. Greer, SC 29651

# EVENT MARKETING & SIGN



Saturday, November 1  
Edward R. Driggers City of Greer  
CENTER FOR THE ARTS  
804 Trade St. · Greer, SC 29651



El Día de Muertos es en realidad un conjunto de tradiciones y símbolos que pueden variar ligeramente según la zona de México. Estas festividades se prolongan durante varios días, normalmente los primeros días de noviembre, cuando las celebraciones alcanzan su punto álgido en el país. Algunos símbolos, como los esqueletos, las calaveras de azúcar, los altares y las coloridas serpentinas de papel recortado, pueden verse en todas partes de México en esta época.

<https://dayofthedead.holidaytraditions/who-is-la-cabina/>

# SC GREENVILLE DIGITAL PR

SC Greenville Digital  
August 4, 2025 · @

¡Atención vendedores de arte! 🎨👉 El Festival del Día de los Muertos y Mercado de Artistas en Greer regresa este sábado 1 de noviembre 🗓️...  
Celebra con nosotros esta hermosa tradición mexicana 🇲🇽 con desfile, música en vivo, comida típica, artesanías y mucho más.  
Consulta los requisitos y aplica hoy mismo en el enlace 📄  
<https://form.jifform.com/251534357511132>  
¡No te quedes por fuera!

#DíaDeLosMuertos #FestivalGreer #MercadoDeArtistas  
#CulturaMexicana #VivaLaCultura #GreerSC #FestivalFamiliar  
#Artesanías #GreerArts

See less

Be the first to leave a comment.

Comment as Discover Greer

Like Comment Share 372 views

SC Greenville Digital  
November 1, 2025 ·  
Día de los Muertos · Eric Miller · @

Festival del Día de los Muertos en Greer, SC

Video: Jose Manuel Anaya  
🗓️ Este sábado 1 de noviembre, hasta las 6:00 p. m., el centro de Greer se llena de música, arte, sabores y tradición en el Festival Día de los Muertos (Day of the Dead).  
Lugar: Greer Center for the Arts – 108 Trade St. Greer, SC, 29611

#DíaDeLosMuertosGreer #CulturalLatina #GreerSC  
#SCGreenvilleDigital #DayOfTheDead2025

See less

Be the first to leave a comment.

Comment as Discover Greer

Like Comment Share 746 views

# INSOUTH MAGAZINE PROMOCION

Insouth Magazine's Post

**Insouth Magazine**  
October 15, 2021 · 40

Greer rinde homenaje al Día de los Muertos con arte y cultura mexicana 🇲🇽

City of Greer celebrará el Festival y Mercado Artesanal del Día de los Muertos el sábado 1 de noviembre de 2021, de 1:00 p.m. a 9:00 p.m., en Center for the Arts.

Este evento, organizado por la División de Artes Culturales con el apoyo del Accommodations Tax Grant, invita a la comunidad a honrar la memoria de sus seres queridos.

<https://insouth.com/24pvtw7>

#NoticiasdeHoy #Greer #CarolinaDelSur #DíaDeLosMuertos

See translation



insouth-magazine.com  
Greer celebra el Día de los Muertos con arte, música y tradición mexicana - insouthmagazine.com



**insouthmagazine** · follow  
Original audio

**insouthmagazine** · Live  
Live 17 de octubre

Hoy estuvimos en live especial desde City of Greer compartiéndoles todo sobre el próximo evento Día de los Muertos: Festival y Variedad de Artistas 🇲🇽 🇲🇽

¡Recuerda! Este festival será el 1 de noviembre, de 1:00 p.m. a 9:00 p.m., en el Edward R. Driggers City of Greer Center for the Arts, 004 Trade St, Greer, SC.

Habrá entretenimiento, arte, deliciosa comida 🍌 y, a las 3:00 PM, la proyección de "COCO!"

Y recuerda de 7pm a 9pm estará en vivo la música del Son de Calles!

¡No te lo puedes perder!

October 17, 2021

Log in to like or comment.

insouth-magazine.com

GREER CELEBRA EL DÍA DE LOS MUERTOS CON ARTE, MÚSICA Y TRADICIÓN MEXICANA

**Greer celebra el Día de los Muertos con arte, música y tradición mexicana**

**DIA DE LOS MUERTOS**

City of Greer  
Day of the Dead Festival - Día de Los Muertos Festival  
Best Festival or Event Under \$20k Application

**DETAILED EVENT DESCRIPTION:**

The City of Greer's Day of the Dead Festival (Día de Los Muertos) is a vibrant celebration that honors Mexican culture. Held on November 1, 2025, at the Edward R. Driggers City of Greer Center for the Arts, the festival offered an immersive experience featuring music, performances, crafts, food, and artisan vendors. An art exhibition titled *Rebirth and Remembrance*, which was tied to the butterfly life cycle along with the meaning of the holiday to remember those who have passed and to keep their spirit alive in our minds and hearts, was on display in the galleries. The exhibit also coincided with Hispanic Latino Heritage Month.

The inaugural event took place in 2024 and far exceeded attendance expectations. Moving into the second year, staff worked diligently to address parking needs, add additional performances/activities, extend the event by 2.5 hours, and dive even deeper into the traditions of the holiday.

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This year, we invited three artists to lead interactive workshops. In Orlando Corona's printmaking workshop, attendees were invited to create a design, apply ink, and print under his tutelage. Jose Romero provided a live demonstration of his painting approach. Sara Montero, who grew up in Mexico, shared her expertise in Papel Picado, which is a type of traditional Mexican folk art creating colorful banners with intricate designs. These unique experiences are a top highlight of the event.

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During Dia de los Muertos, many families create an altar known as an Ofrenda in their homes. At Greer's celebration, *Mariana*, a 12-foot Catrina, was a tribute to Mexican culture and folk art. Artist Sara Montero constructed the Catrina from papier-mâché, wood, and wire. *Mariana* embodies the symbolism of the celebration, including a traditional seven-level ofrenda, which serves as the heart of the piece. The Catrina guides viewers through the sacred journey of the soul in a ritual of

remembrance and connection with those who have passed, celebrating the memory of those who have gone before and welcoming them back—if only for a brief, vibrant moment.

It was of utmost importance to honor the tradition of the holiday while educating the community. Staff met with the Hispanic Alliance in Greenville and the SC Commission of Minority Affairs to promote the event and gain valuable insight for planning. The success of the event is due in part to these meaningful partnerships.

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The festival's success was evident from positive feedback from attendees, who expressed gratitude for bringing this culturally rich event to Greer. The City's efforts to honor and preserve the authenticity of Día de los Muertos were widely appreciated. Plans for next year's celebration are already underway, aiming to build on this year's achievements and further deepen the community's understanding and appreciation of Mexican culture.

**City of Greer Expenses**

Entertainment	\$10,338.40
Marketing	\$2,639.55
Crates/Decorations/Free activities to publi	\$2,064.07
Misc.	\$1,346.42
<b>Total</b>	<b>\$16,388.44</b>

Grant Funding	REVENUE	SPENT
	\$11,150.00	\$11,150.00

General Budget	BUDGETED	SPENT
	\$5,500.00	\$5,238.44

<b>BUDGET (W/Grants)</b>	\$16,650.00
<b>Expenses</b>	\$16,388.44

## DAY OF THE DEAD FESTIVAL

Please use the link below to access the Day of the Dead Overview Packet in case the PDF will not load (attached in the photos section). This includes an overview of the event, pictures, and marketing details.

[https://www.canva.com/design/DAGcfX4KJkM/7zng1Ck3dG0LXhkG73oNjQ/view?utm\\_content=DAGcfX4KJkM&utm\\_campaign=designshare&utm\\_medium=link2&utm\\_source=unique\\_links&utm\\_id=ha8f23ee8d8](https://www.canva.com/design/DAGcfX4KJkM/7zng1Ck3dG0LXhkG73oNjQ/view?utm_content=DAGcfX4KJkM&utm_campaign=designshare&utm_medium=link2&utm_source=unique_links&utm_id=ha8f23ee8d8)

## REVIEWS/FEEDBACK

"The *Día de los Muertos* program organized by the City of Greer was a beautiful and meaningful celebration for our Hispanic community. It honored our traditions, culture, and ancestors with respect and joy, creating a welcoming space for families of all ages. The event helped share the importance of *Día de los Muertos* with the wider community while making Hispanics feel seen, valued, and proud of our heritage. Special thanks to Robin Byouk for putting this wonderful event together and for her dedication to celebrating and supporting our Hispanic community. Programs like this strengthen cultural understanding and Greer's commitment to celebrating diversity." -Eduardo Urbina (Cultural Collaborator and Emcee) and Yolima Earle (Event Ambassador and Translator)

"The Day of the Dead Festival reminded me of my childhood in Mexico. It was beautiful to see such a large-scale celebration here at The Greer Center for the Arts. I truly enjoyed teaching a Printmaking workshop to the kids and families who stopped by." - Orlando Corona

"The Day of the Dead annual event is much to look forward to with cultural dances, arts, and food. Highly anticipated by locals and our Hispanic community." -Angela C.

"We at HOOARTE were truly impressed by how much the Day of the Dead festival has grown this year. The event was beautifully executed and felt like a meaningful celebration of culture, community, and creativity." -Hoover Castano, Hooarte LLC

