

January 3, 2018

Cindy Schneible President McKinney Community Development Corporation 5900 S Lake Forest Drive, Suite 110 McKinney, TX 75070

Dear Ms. Schneible:

The purpose of this letter is to submit a final report on the McKinney Rotary Annual Parade of Lights as well as to request reimbursement for promotional materials per the terms of the grant approved August 4th, 2017.

The 18th Annual Parade of Lights was held Saturday, December 9th, 2017, in Historic Downtown McKinney from 6:30 to approximately 8:00 pm. The theme was reflective of this year's Rotary International theme: Making a Difference. McKinney PD Chief Greg Conley estimates 10,000-13,000 people were in attendance. McKinney hometown radio station 97.5 KLAK's Alan Freemont and Carey Cox Outstanding Citizen of the Year and Rotarian Bill Cox were the emcees for the evening. The City of McKinney provided the stage which sat in front of the McKinney Performing Arts Center. Historic Downtown McKinney graciously provided a trolley that ran from First Baptist Church to Miller park from 3:00-10:00pm the day of the parade.

The parade was led by the MHS JROTC and Girls Color Guard, followed closely by the Rotary Big Wheel ridden by McKinney Mayor George Fuller, his wife Maylee Thomas, McKinney Rotary President Tim Baker, and McKinney Sunrise Rotary President Tim Kocsis. Behind the Big Wheel was the Grand Marshall, MCDC Board member Kurt Kuehn and his family. The emcees spoke briefly about what the MCDC is and does and highlighted MCDC as a funder of the parade. Members of the McKinney City Council followed in antique fire trucks provided by the McKinney and Dallas Fire Departments.

Including the fire trucks, 65 groups participated as entrants in the parade. These included local businesses, public and private schools, scout troops, churches, non-profit organizations, and clubs. Each group was announced by the emcee as it approached the stage. Four floats were selected at the best decorated. First place went to McKinney Christian Academy, second place went to McKinney Dance Academy, third place went to First Baptist Church of McKinney, and fourth place went to Ms. Tanya's School of Dance. Winners received \$1,000, \$500, \$300, and \$200 respectively. McKinney ISD was highlighted for providing bands and dance groups from all three McKinney high schools. The evening concluded with a jolly Santa followed by McKinney PD motorcycles and Mounted Patrol.

Promotional materials for the parade were approved by Cindy Schneible via email in advance of production. Reimbursement up to \$3,500 is requested for the following (receipts attached):

- Two mesh banners promoting the parade hung on north and south sides of the McKinney Performing Arts Center (image attached)--\$739.45
- Half page ad in McKinney Courier Gazette through Star Local Media--\$1,298.00
- Radio ads by 97.5 KLAK (script attached)--\$1,461.00
- Yard signs and posters posted throughout McKinney, including Historic Downtown—two transactions: \$717.16 and \$77.40 (images attached)

In total, the McKinney Rotary Club raised \$8,310.00 from this year's parade. With the MCDC matching grant, the McKinney Rotary Foundation will have a net gain of \$4,092.95 from the 2017 Parade of Lights.

Approximately 800 photos from the parade may be viewed at https://www.facebook.com/pg/mckinneyrotary/photos/?tab=album&album_id=16521589881822 https://www.facebook.com/pg/mckinneyrotary/photos/?tab=album&album_id=16521589881822 https://www.facebook.com/pg/mckinneyrotary/photos/?tab=album&album_id=16521589881822 https://www.facebook.com/pg/mckinneyrotary/photos/?tab=album&album_id=16521589881822 https://www.facebook.com/pg/mckinneyrotary/photos/?tab=album&album_id=16521589881822 https://www.facebook.com/pg/mckinneyrotary/photos/? The property of the prope

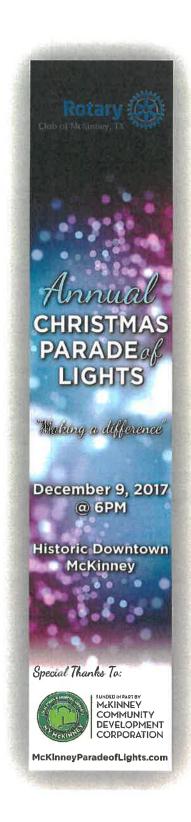
On behalf of the McKinney Rotary Club, we express our sincerest gratitude for the continued support of the McKinney Community Development Corporation in providing funding for the Annual Parade of Lights.

Sincerely,

Tim Baker, President David Fourrier, Parade Chair Stephanie Talley, Parade Chair

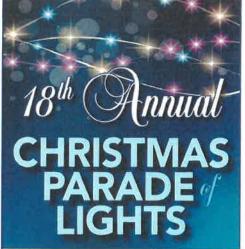
McKinney Rotary Foundation PO Box 552 McKinney, TX 75069





Mesh banners





SATURDAY, DEC. 9TH AT 6:30PM

HISTORIC
DOWNTOWN MCKINNEY
MCKINNEYPARADEOFLIGHTS.COM

Emceed by KLAK's own Alan Freemont, the parade will include beautifully decorated floats, McKinney ISD drill teams and bands, antique fire trucks, and of course—Santal We hope to see you there! Special thanks to the McKinney Community Development Corporation for their support.

"On the eve of the McKinney
Rotary Club's 100th anniversary,
we are proud to once again
bring the Parade of Lights to
Historic Downtown McKinney.
We are so grateful for the
participants and sponsors that
make the parade possible and
whose donations benefit the
charities supported by the
McKinney Rotary Club."

-Tim Baker, President 2017-18, McKinney Rotary Club OUR CLUB'S MISSION: "Service Above Self" Making a difference at home and around the world.

SPECIAL THANKS TO:









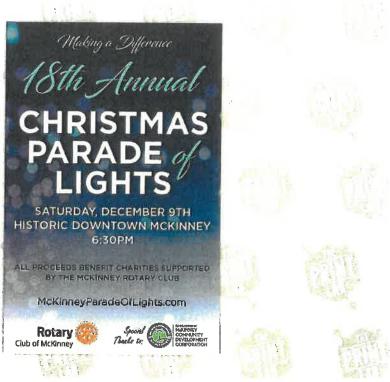




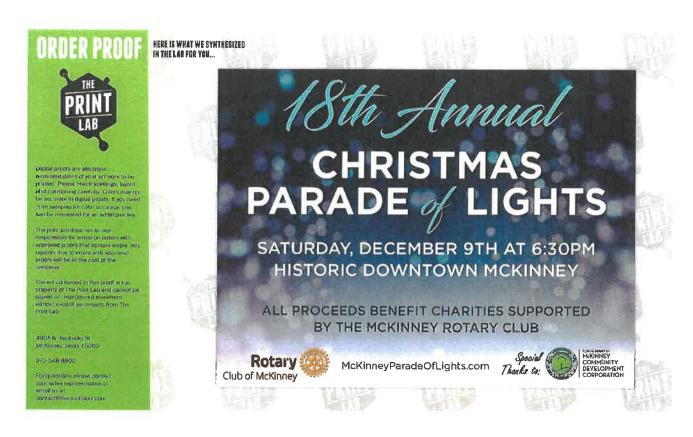


Courier Gazette Ad





Posters - 12×18



Yard signs





