

Rotary 
Club of McKinney

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 KLAQ'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=1652158988182267. You will find several of our favorites included with this report. Should further documentation be required, please let us know via phone or email.

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



Rotary
Club of McKinney, TX

Annual
**CHRISTMAS
PARADE of
LIGHTS**

"Making a difference"

**December 9, 2017
@ 6PM**

**Historic Downtown
McKinney**

Special Thanks To:

FUNDED IN PART BY
**McKINNEY
COMMUNITY
DEVELOPMENT
CORPORATION**

McKinneyParadeofLights.com

Mesh banners

Rotary
Club of McKinney



18th Annual
**CHRISTMAS
PARADE of
LIGHTS**

**SATURDAY, DEC. 9TH
AT 6:30PM**

**HISTORIC
DOWNTOWN MCKINNEY**

MCKINNEYPARADEOFLIGHTS.COM

Emceed by KIAK's own Alan
Freemont, the parade will
include beautifully decorated
floats, McKinney ISD drill teams
and bands, antique fire trucks,
and of course—Santa! 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:




SPONSORED BY
**MCKINNEY
COMMUNITY
DEVELOPMENT
CORPORATION**



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McKinney, Texas 75069

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HERE IS WHAT WE SYNTHESIZED IN THE LAB FOR YOU...

Making a Difference



18th Annual

CHRISTMAS PARADE of LIGHTS

SATURDAY, DECEMBER 9TH
HISTORIC DOWNTOWN MCKINNEY
6:30PM

ALL PROCEEDS BENEFIT CHARITIES SUPPORTED BY THE MCKINNEY ROTARY CLUB

McKinneyParadeOfLights.com

Rotary Club of McKinney  Special Thanks to:  MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

Posters - 12x18

ORDER PROOF



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18th Annual
CHRISTMAS PARADE of LIGHTS

SATURDAY, DECEMBER 9TH AT 6:30PM
HISTORIC DOWNTOWN MCKINNEY

ALL PROCEEDS BENEFIT CHARITIES SUPPORTED BY THE MCKINNEY ROTARY CLUB

Rotary  McKinneyParadeOfLights.com *Special Thanks to:*  **MCKINNEY COMMUNITY DEVELOPMENT CORPORATION**

Yard signs



