



February 9, 2022

Ms. 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 July 23, 2021.

The 22nd Annual Parade of Lights was held Saturday, December 11, 2021, in Historic Downtown McKinney from 6:30pm to approximately 8:00pm. The theme for this year was "Rocking Around the Christmas Tree." Estimates, provided by MCDC, show that there were 32,700 people in attendance (our largest attendance on record). McKinney hometown radio station 97.5 KLAK's Alan Freemont and Rotarian Bill Cox were the emcees for the evening. Alan and Bill emceed from the steps of the historic McKinney Performing Arts Center. Transportation was provided by two shuttles, the cost was graciously split with MPAC, which ran from First Baptist Church to Miller Park from 3:00pm-10:00pm the day of the parade.

The parade was led by the Marine Color Guard and the MHS Marine JROTC, followed closely by the Rotary Big Wheel ridden by the McKinney Mayor, the Honorable George Fuller and his wife, Maylee Fuller as well as our Rotary President and wife, Mark and Jennifer Potter. This year's Grand Marshall, artist Colin Kimball, followed close behind in a Ford pickup supplied by Bob Tomes Ford. 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 cars donated by Bob Tomes Ford as well as fire trucks, including an antique fire truck, provided by the McKinney Fire Department.

Excluding the fire trucks, 73 groups participated as entrants in the parade compared to a high of 78 floats in 2019, and over 2500 participants this year which surpassed our 2019 total. Based on the number of attendees (32,700) we feel our social media efforts were successful especially compared to 2019 attendance (estimated at 31,500). The event also drew people from across the DFW Metroplex.

Entrants in the parade were comprised of 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 as the best decorated. First place went to The Miracle League of Frisco, second place went to Edward Jones, third place went to Evans Spirit, and fourth place went to McKinney Christian Academy. 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 Mounted Patrol.

Promotional materials for the parade were approved by Linda Jones, via email, in advance of production. Reimbursement up to \$7,436.83 is requested for the following (receipts attached):

- Two mesh banners promoting the parade hung on north side of the McKinney Performing Arts Center (image attached)—\$1,326.06
- Half page ad in McKinney Courier Gazette through Star Local Media—\$1,572.00
- Radio ads by 97.5 KLAK (script attached)—\$3,289.02
- Yard signs and posters posted throughout McKinney, including Historic Downtown—\$610.02 (images attached)

In total, the McKinney Rotary Club raised \$11,035.00 from sponsors and participants for this year's parade. With the MCDC grant of \$7,436.83, the McKinney Rotary Foundation will have a net profit of \$7,448.75 from the 2021 Parade of Lights.

Additional photos from the parade may be viewed at our website;

[Parade of Lights | Rotary Club of McKinney \(mckinneyrotary.org\)](http://mckinneyrotary.org)

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,

Mark Potter, President
Rob Thomas, Parade Chair
Harold McLeod, Parade Chair (in training)

McKinney Rotary Foundation
PO Box 552
McKinney, TX 75069



Rotary
Club of McKinney



22nd Annual
**CHRISTMAS
PARADE of LIGHTS**



**SATURDAY, DEC. 11TH
6:30PM**

HISTORIC DOWNTOWN MCKINNEY

Enjoy beautifully decorated floats, McKinney ISD Drill Teams and Bands, antique fire trucks, and of course--SANTA! This year's parade theme is "Rockin' Around the Christmas Tree". Special thanks to the McKinney Community Development Corporation for their support.

For More Information, please go to
McKinneyParadeOfLights.com

MCDC
MCKINNEY COMMUNITY
DEVELOPMENT CORPORATION

STAR 480
McKinney
Cable Channel 48
www.star480.com

IN THE WIG WAGGED BASTARD!

NEWS: MOVING PAPER
The Star 480 is moving to a new location at 1000 E. Main St. in McKinney. The move is expected to be completed by the end of the year.

SPINNY LITERARY
The McKinney Spinny Literary Society is holding its annual meeting on Oct. 10. The meeting will be held at the McKinney Community Center.

OUT A BOUT A NEW PLANET
The McKinney Out a Bout a New Planet group is holding its annual meeting on Oct. 10. The meeting will be held at the McKinney Community Center.

SEXUAL ASSAULT CHARGE
A McKinney man has been charged with sexual assault. The man is accused of sexually assaulting a woman in a public place. The woman is recovering from her injuries.

A better future for children
The McKinney Housing Authority is providing a better future for children. The authority is providing affordable housing for families in need. The authority is also providing job training and other services to help families get on their feet.

SPORTS
The McKinney Sports Club is holding its annual meeting on Oct. 10. The meeting will be held at the McKinney Community Center.

FALL IS HERE!
The McKinney Fall Festival is being held on Oct. 10. The festival will be held at the McKinney Community Center.

housings report
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41.9%
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PEOPLE

Bringing comfort and joy

Local Rabbi Benjamin Sternman's foray into spiritual leadership

HOW DID YOU GET INTO YOUR LINE OF WORK?
I was born into a family of rabbis. My father was a rabbi, and I followed in his footsteps. I studied at Yeshiva University and then at the Hebrew Theological College in Chicago. I was ordained as a rabbi in 1985.

FROM YOUR EXPERIENCE, HOW HAS THE COVID-19 PANDEMIC AFFECTED SERVICES AT GREAT COURTESY?
The pandemic has been a challenge for us. We have had to cancel many of our events and services. However, we have been able to continue to provide services to our congregation through virtual means. We have also been able to provide support to our members who are struggling with the pandemic.

IN WHAT WAYS DO YOU THINK PEOPLE CAN FIND SPIRITUAL GROWTH IN MOMENTS OF SUFFERING?
I think people can find spiritual growth in moments of suffering by turning to their faith. They can find comfort and strength in their prayers and in the teachings of their religion. They can also find support from their community and from their loved ones.

WHAT AGE RANGE OF YOUR PAROUDIAT AT GREAT WAYS?
Our congregation is made up of people of all ages. We have a strong youth group and a strong senior center. We also have a strong family program.

ARE YOU A NATIVE TEXAN (WHERE FROM)?
I was born in Chicago, Illinois. I moved to McKinney, Texas in 1995.

WHAT ARE YOUR FAVORITE LOCAL RESTAURANTS?
I love the restaurants in McKinney. I particularly like the restaurants that serve traditional Jewish food. I also like the restaurants that serve Mexican food.

WHAT ARE SOME OF YOUR GO-TO COMFORT SHOWS AND TV SHOWS?
I love watching the news. I also love watching the news on television. I also love watching the news on the radio.

WHAT ARE YOUR HOBBIES?
I love reading. I also love watching the news. I also love watching the news on television. I also love watching the news on the radio.

WHAT DO YOU FEEL YOUR LEGACY TO BE?
I feel my legacy is to be a good person. I feel my legacy is to be a good citizen. I feel my legacy is to be a good Jew.

Rotary Club of McKinney

22nd Annual CHRISTMAS PARADE OF LIGHTS

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