



January 8, 2019

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 29, 2019.

The 20th Annual Parade of Lights was held Saturday, December 14, 2019, in Historic Downtown McKinney from 6:30pm to approximately 8:00pm. The theme for this year was "A Hometown Christmas." Estimates, provided by MCDC, show that there were between 16,000-20,000 people in attendance. 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 this year's Grand Marshall State Representative Scott Sanford, his Wife Shelly Sanford, and McKinney Mayor George Fuller and his wife Maylee Fuller. 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 graciously 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, 78 groups participated as entrants in the parade compared to a high of 68 floats in 2014, and over 2000 participants this year surpassed previous years by at least 800 people. We did fall short on our social media marketing- Just over 7,500 people were reached via social media compared to previous years of almost 30,000; however, this had no direct impact on parade attendance as 16,000-20,000 people attended compared to previous years averages of 13000-15000. Going forward, we plan to divert marketing funds towards social media and pay to boost our posts which we feel will significantly increase attendance.

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 McKinney Christian Academy, third place went to Cub Scout Pack 496, and fourth place went to TaylorMade Heat & Air. 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 \$5,933.62 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)—\$1,165.85
- Half page ad in McKinney Courier Gazette through Star Local Media—\$1,572
- Radio ads by 97.5 KLAK (script attached)—\$2,300
- Yard signs and posters posted throughout McKinney, including Historic Downtown—\$895.77 (images attached)

In total, the McKinney Rotary Club raised \$8,890 from this year's parade. With the MCDC grant of \$5,933.62, the McKinney Rotary Foundation will have a net gain of \$5,543.20 from the 2019 Parade of Lights.

Approximately 600 photos from the parade may be viewed at

<https://mckinneyrotary.org/photoalbums/christmas-parade-2019/?fbclid=IwAR2pv7iRbTz8eCMgMXFfiMuZPn6F63-TENPiUsBaQK0irARy2fmXANgeRo>

Here's the video of Santa!!

<https://www.facebook.com/McKinneyChristmasParade/videos/739791713197974/UzpfSTE0MTE5NjQyMjYxMTg3MjoyNzU0NzY5MDI3OTIxMjUy/>

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,

Mike Bell, President

Rob Thomas, Parade Chair

Mark Potter, Parade Chair

McKinney Rotary Foundation

PO Box 552

McKinney , TX 75069

McKinney Rotary Foundation
Transaction Detail By Account
July 1, 2019 through January 9, 2020

Type	Date	Num	Name	Memo	Cir	Split	Amount	Balance
Fund Raising Costs								
Parade of Lights Costs								
Check	11/26/2019	2812	Colorworks	Mesh Banners		Independent B...	1,165.85	1,165.85
Check	12/03/2019	2816	RD Zigns LLC	Website work		Independent B...	130.00	1,295.85
Check	12/04/2019	2822	Alan Craig	2019 Parade Emcee		Independent B...	250.00	1,545.85
Check	12/05/2019	2824	Star Local Media	Advertising		Independent B...	1,048.00	2,593.85
Check	12/05/2019	2825	Tina Malenfant	Officer for Parade		Independent B...	160.00	2,753.85
Check	12/05/2019	2826	Derrick Byrd	Officer for Parade	X	Independent B...	0.00	2,753.85
Check	12/06/2019	2827	The Print Lab	Parade Signs and Posters		Independent B...	895.77	3,649.62
Check	12/20/2019	2832	Cub Scout Pack 496	3rd Place Winner		Independent B...	300.00	3,949.62
Check	12/20/2019	2835	Frisco Miracle League	1st Place Winner		Independent B...	1,000.00	4,949.62
Check	12/20/2019	2836	McKinney Christian ...	2nd Place Winner		Independent B...	500.00	5,449.62
Check	12/20/2019	2837	Taylormade Heat an...	4th Place 2019 Parade		Independent B...	100.00	5,549.62
Check	01/02/2020	2839	Richard Scott Rabe	Santa for Parade 2019		Independent B...	150.00	5,699.62
Bill	01/02/2020	934	Historic Downtown ...	Shuttle Service		Accounts Paya...	356.25	6,055.87
Bill	01/02/2020	PC.982	Robert Thomas	Parade Cloud Software 2019		Accounts Paya...	249.00	6,304.87
Bill	01/02/2020	97.5 K...	Robert Thomas	Additional Radio Schedule		Accounts Paya...	2,300.00	8,604.87
Check	01/03/2020	2840	The Print Lab	Parade Signs for winners		Independent B...	151.55	8,756.42
Check	01/07/2020	2843	Star Local Media	Advertising		Independent B...	524.00	9,280.42
Total Parade of Lights Costs							9,280.42	9,280.42
Total Fund Raising Costs							9,280.42	9,280.42
TOTAL							9,280.42	9,280.42













Allen American	Little Elm Journal
Carrollton Leader	McKinney Courier Gazette
Celina Record	Mesquite News
The Colony Courier-Leader	Plano Star Courier
Coppell Gazette	Rowlett Lakeshore Times
Frisco Enterprise	The Lake Cities Sun
Lewisville Leader	The Leader

STAR LOCAL MEDIA
P.O. Box 860248, PLANO, TX 75086-0248
TEL: (972) 398-4272 FAX: (972) 801-3496
www.Starlocalmedia.com
Fed Tx ID# 47-3142880

INVOICE - DUE UPON RECEIPT

BILLED ACCOUNT NAME AND ADDRESS
ROTARY CLUB OF MCKINNEY PO BOX 552 MCKINNEY, TX 75070

INVOICE NUMBER
41529

BILLED ACCOUNT NUMBER
11401

BILLED ACCOUNT NAME
ROTARY CLUB OF MCKINNEY

TICKET NO	START	STOP	KEY WORDS	PUB	SAU	BILLED UNITS	AMOUNT
1041829	11/28/2019	11/28/2019	Thanksgiving Christmas Parade	IN, MK	6.0 X 10.06"	0.00	\$1,048.00
1041829	12/8/2019	12/8/2019	Thanksgiving Christmas Parade	MK	6.0 X 10.06"	0.00	\$524.00
1041829		12/9/2019	Payment -Thank you				- \$1,048.00
1041829		1/9/2019	Payment-Thank You				- \$ 524.00

FIRST NOTICE

If you have a question about your bill or wish to pay by credit card please call (972) 398-4272

KEEP THIS PORTION FOR YOUR RECORDS

PLEASE DETACH AND RETURN THIS PORTION WITH YOUR REMITTANCE



Allen American	Little Elm Journal
Carrollton Leader	McKinney Courier Gazette
Celina Record	Mesquite News
The Colony Courier-Leader	Plano Star Courier
Coppell Gazette	Rowlett Lakeshore Times
Frisco Enterprise	The Lake Cities Sun
Lewisville Leader	The Leader

REMITTANCE ADDRESS
Star Local Media
P.O. Box 860248
Plano, TX 75086-0248

BILLED ACCOUNT NAME AND ADDRESS
ROTARY CLUB OF MCKINNEY PO BOX 552 MCKINNEY, TX 75070

BILLING DATE	AMOUNT DUE
1/9/2020	\$0.00
BILLED ACCOUNT NUMBER	PAID
11401	
INVOICE #	
41529	

Prestonwood students fan out to serve



PRESTONWOOD students are busy with their projects...

The students are working on their projects...

They are using their skills to create...

The project is a great way to learn...

Students are proud of their work...

Rotary
Club of McKinney



20th Annual CHRISTMAS PARADE LIGHTS

SATURDAY, DEC. 14TH
6:30PM

HISTORIC DOWNTOWN MCKINNEY

Enjoy beautifully decorated floats, marching bands and bands, and all kinds of fun. This year's parade theme is "A Magical Christmas". Special thanks to the McKinney Community Development Corporation for their support.

For more information, please go to
McKinneyParadeOfLights.com



McKinney Community Development Corporation
1000 McKinney Blvd., Suite 100
McKinney, TX 75069
972.343.1234

NEED MORE SPORTS?

Go online for additional sports coverage.

Rotary
Club of McKinney



20th Annual CHRISTMAS PARADE *of* LIGHTS



**SATURDAY, DEC. 14TH
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 "A Hometown Christmas". Special thanks to the McKinney Community Development Corporation for their support.

For More Information, please go to
McKinneyParadeOfLights.com



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



Colorworks

PRINTING·SIGNS·T-SHIRTS
www.colorwks.com

Invoice

Date	Invoice No.
11/25/19	14077

Bill To
MCKINNEY ROTARY CLUB ATTN:Robert Thomas

P.O. Number	Terms	Due Date	Ship Date
		11/25/19	11/25/19

Quantity	Description	Amount
2	4/0, DIGITALLY PRINTED, 5'X35' MESH BANNER, REINFORCED HEMS 4 SIDES WITH GROMMETS EVERY 2" ALL SIDES PLUS 5 EXTRAS , FOR '20TH ANNUAL CHRISTMAS PARADE OF LIGHTS" REVISE LAST YEAR'S DESIGN, LAYOUT & PROOFS SHIPPING & HANDLING	987.00T 55.00T 35.00T

Thank You For Your Order

Tel: 972.907.0001

www.colorwks.com

1333 W. McDermott Suite 150 . Allen, Texas 75013

Subtotal	\$1,077.00
Sales Tax (8.25%)	\$88.85
Total	\$1,165.85
Payments/Credits	\$-1,165.85
Balance Due	\$0.00



**Historic
Downtown
McKinney**

20th
Annual
**CHRISTMAS
PARADE of
LIGHTS**

**Saturday
Dec. 14, 2019
6:30PM**

Special Thanks To:



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

McKinneyParadeofLights.com

97.5 KLAK

Today's Best Music

1700 Redbud Blvd. Suite 185
McKinney, TX. 75069
Phone 972-542-9755 Fax 972-838-1330



INVOICE

DATE: December 9, 2019

INVOICE # 122019

Bill to: Robert Thomas

McKinney Rotary club
P.O. Box 552
McKinney, TX 75070

DESCRIPTION	AMOUNT
20th Annual Christmas Parade of Lights	\$1,500.00
Addition Radio Schedule	\$800.00
TOTAL	\$2,300.00

If you have any questions concerning this invoice, contact:
Rebecca Landry
972.542.9755

THANK YOU FOR YOUR BUSINESS!

Thomas, Robert J

From: Rebecca Landry <rebecca.landry@alphamediausa.com>
Sent: Monday, December 9, 2019 4:27 PM
To: Thomas, Robert J
Subject: KLAK Invoice
Attachments: Snec-IT28c619120904230.pdf

Hi Robert,

This is the invoice for your records. **Already paid thru credit card.**
Please let me know if you need anything else!

Rebecca Landry

Alpha Media

Account Executive

97.5 KLAK Today's Hits | 102.5 MadRock | 93.1 Katy Country
972.542.9755 McKinney | 903.463.6800 Sherman | 985.696.6192 Cell

LIVE. LOCAL.



----- Forwarded message -----

From: <alphamediamckinneycopier@gmail.com>
Date: Mon, Dec 9, 2019 at 4:25 PM
Subject: Message from nec-IT28c6/kmc280
To: <rebecca.landry@alphamediausa.com>

McKinney Rotary 30 second commercial for 20th annual
Christmas parade of lights

:30 SANTA commercial

“CHRISTMAS PARADE OF LIGHTS”

SANTA CLAUSE HERE INVITING YOU TO JOIN ME FOR THE MCKINNEY
ROTARY CLUB'S 20TH ANNUAL CHRISTMAS PARADE OF LIGHTS ON
SATURDAY, DECEMBER 14TH AT 6:30PM IN HISTORIC DOWNTOWN
MCKINNEY. (KLAKE'S very own, Alan Freemont) WILL EMCEE THE
PARADE AND YOU AND YOUR ENTIRE FAMILY WILL BE ENTERTAINED BY
BEAUTIFULLY DECORATED FLOATS, HIGH SCHOOL DRILL TEAMS AND
BANDS AND A VISIT WITH ME! THAT'S SATURDAY, DECEMBER 14TH AT
6:30PM FOR THE MCKINNEY ROTARY CLUB'S 20TH ANNUAL CHRISTMAS
PARADE OF LIGHTS. SEE YOU THERE! SPECIAL THANKS TO THE
MCKINNEY COMMUNITY DEVELOPMENT CORPORATION AND TO OUR
SANTA CLAUSE SPONSOR SEWELL AUDI OF MCKINNEY FOR THEIR
SUPPORT.

McKinney Rotary Blinks for 20th Annual Christmas Parade of Lights

:05 BLINK COMMERCIALS

11/25/19-12/1/19 (first week of 3 week campaign)

HO, HO, HO...ONLY 3 WEEKS TO GO UNTIL THE MCKINNEY ROTARY CLUB'S 20TH ANNUAL CHRISTMAS PARADE OF LIGHTS ON DECEMBER 14TH!

12/2/19-12/8/19 (second week of campaign)

ALAN FREEMONT HERE REMINDING YOU TO JOIN US FOR THE 20TH ANNUAL CHRISTMAS PARADE OF LIGHTS ON DECEMBER 14TH IN DOWNTOWN MCKINNEY.

12/9/19-12/15/19 (third week of campaign)

IT'S THE WEEK YOU'VE BEEN WAITING FOR...MCKINNEY ROTARY'S 20TH ANNUAL CHRISTMAS PARADE OF LIGHTS THIS Saturday IN HISTORIC DOWNTOWN MCKINNEY.



The Print Lab
 490A N KENTUCKY ST
 MCKINNEY, TX 75069
 972-548-8800
 office@theprintlabtx.com
 www.theprintlabtx.com

Invoice 6389

BILL TO

Robert Thomas
 Mckinney Parade of Lights

DATE 12/05/2019	PLEASE PAY \$0.00	DUE DATE 12/07/2019
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ACTIVITY	QTY	RATE	AMOUNT
Signs - Coroplast Coroplast Signs Size:18x24 Sides: 4/4 Notes:	50	10.00	500.00T
Signs - Coroplast Coroplast Signs Size: 2'x3' Sides: 4/0 Notes:	4	27.50	110.00T
Poster Posters 11 x 17 100# Gloss Cover	150	1.00	150.00T
H Stakes H Stakes	54	1.25	67.50T

PAID

SUBTOTAL	827.50
TAX	68.27
TOTAL	895.77
PAYMENT	895.77

TOTAL DUE **\$0.00**

THANK YOU.

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

Making a Difference

20th Annual

ROTARY CHRISTMAS PARADES of LIGHTS

SATURDAY, DECEMBER 14TH
HISTORIC DOWNTOWN MCKINNEY
6:30PM

ALL PROCEEDS BENEFIT CHARITIES SUPPORTED BY THE MCKINNEY ROTARY CLUB



Audi
McKinney
A SWELL COMPANY



RICK SCARLEO CPA
SCARLEO &
ASSOCIATES, LLC

McKinneyParadeOfLights.com



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

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20th Annual

CHRISTMAS PARADE of LIGHTS

SATURDAY, DECEMBER 14TH AT 6:30PM
HISTORIC DOWNTOWN MCKINNEY

ALL PROCEEDS BENEFIT CHARITIES SUPPORTED
BY THE MCKINNEY ROTARY CLUB

Club of McKinney



McKinneyParadeOfLights.com

Special Thanks to:



FINANCED IN PART BY
MCKINNEY
COMMUNITY
DEVELOPMENT
CORPORATION