

**MCKINNEY COMMUNITY DEVELOPMENT CORPORATION**  
**Promotional and Community Event Grant Application**  
 Fiscal Year 2022

**IMPORTANT:**

- Please read the McKinney Community Development Corporation Grant Guidelines prior to completing this application.
- The Grant Guidelines and Application are available at [www.mckinneycdc.org](http://www.mckinneycdc.org); by calling 972.547.7653 or by emailing [cschneible@mckinneycdc.org](mailto:cschneible@mckinneycdc.org)
- **Please call to discuss your plans for submitting an application in advance of completing the form.** A completed application and all supporting documents are required to be submitted via email or on a thumb drive for consideration by the MCDC board. Please submit the application to:

McKinney Community Development Corporation  
 5900 S. Lake Forest Blvd., Suite 110  
 McKinney, TX 75070

- *If you are interested in preliminary Board of Directors review of your project proposal or idea, please complete and submit the **Letter of Inquiry** form, available at [www.mckinneycdc.org](http://www.mckinneycdc.org), by calling 972.547.7653 or emailing [cschneible@mckinneycdc.org](mailto:cschneible@mckinneycdc.org).*

***Applications must be completed in full, using this form, and received by MCDC, via email or on a thumb drive, by 5:00 p.m. on the date indicated in schedule below.***

**Promotional and Community Event Grant Calendar:**

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: November 30, 2021	December 16, 2021	January 27, 2022
Cycle II: May 31, 2022	June 23, 2022	July 28, 2022

**APPLICATION**

**INFORMATION ABOUT YOUR ORGANIZATION**

Name: McKinney Rotary Foundation

Federal Tax I.D.: 34-2051592

Incorporation Date: 09/10/2007

Mailing Address: P.O. Box 552

City McKinney

ST: TX

Zip: 75070

Phone: 804-980-5013

Fax: N/A

Email:

[mckinneyparadeoflights@gmail.com](mailto:mckinneyparadeoflights@gmail.com)

Website: [www.mckinneyrotary.org](http://www.mckinneyrotary.org)

**Check One:**

- Nonprofit – 501(c) Attach a copy of IRS Determination Letter
- Governmental entity
- For profit corporation
- Other

Professional affiliations and organizations to which your organization belongs: Rotary International

**REPRESENTATIVE COMPLETING APPLICATION:**

Name: Harold M. McLeod, III

Title: Rotarian/Christmas Parade Chair

Mailing Address: P.O. Box 552

City: McKinney

ST: TX

Zip: 75070

Phone: 804-980-5013

Fax: N/A

Email:

mckinneyparadeoflights@gmail.com

**CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:**

Name: Harold M. McLeod, III

Title: Rotarian/Christmas Parade Chair

Mailing Address: P.O. Box 552

City: McKinney

ST: TX

Zip: 75070

Phone: 804-980-5013

Fax: N/A

Email:

harold.mcleod@firstunitedbank.com

**FUNDING**

Total amount requested: \$7,500.00

Matching Funds Available (Y/N and amount): No

Have you received or will funding be requested from any other City of McKinney entity (e.g. McKinney Convention and Visitors Bureau, Arts Commission, City of McKinney) for this event?

Yes

No

Please provide details and funding requested: The 23rd Annual McKinney Rotary Christmas Parade of Lights has become the focal event of the Christmas season in McKinney. The parade annually has over 1200 participants and many thousands more in spectators. The parade brings a sense of community to the entire city, bringing children and parents from all of McKinney together in the historic Downtown Square. The parade is expected to continue growing in size with the participation of three high school bands and drill teams. It also promotes McKinney's downtown area and packs the local restaurants and bars with patrons before and after the parade. Prizes for winning floats provide valuable funds to local youth organizations and schools. This event helps fulfill the objectives and purpose of the MCDC by developing and strengthening the City's physical amenities for recreational and leisure opportunities by providing a free event where McKinney citizens can bring their children to usher in the holiday season. The parade is not only a community-wide focal point that brings thousands of people to downtown McKinney, but also attracts multitudes of others from surrounding cities and beyond to experience the downtown square for a safe, family friendly event. The parade will begin at 6:30 pm on Saturday, December 10, 2022. It lasts approximately one hour. Float staging begins around 3:30 pm in the public parking lot at the corner of Tennessee and Davis St. The parade will proceed north on Tennessee through downtown, around the public library, then south on Kentucky, ending in the public parking lot where it began. The parade is a free event and underwritten through donations and sponsorships of local businesses and organizations. The total cost of the parade is approximately \$11,000.00. Please see the budget in the financial section of the application.

**PROMOTIONAL/COMMUNITY EVENT**

Start Date: 09/01/2022

Completion Date: 01/11/2023

**BOARD OF DIRECTORS** *(may be included as an attachment)*

**President**

**Mark Potter**

**President Elect**

**James Bresnahan**

**Past President**

**Paul Sparkman**

**Secretary**

**Rob Thomas**

**Treasurer**

**Alex Cena**

**LEADERSHIP STAFF** *(may be included as an attachment)*

**Membership**

**Ron Johnson**

**Youth Services**

**Stephanie Talley**

**Rotary Foundation**

**David Kelly**

**Using the outline below, provide a written narrative no longer than 7 pages in length:**

**I. Applying Organization**

Describe the mission, strategic goals and objectives, scope of services, day to day operations and number of paid staff and volunteers.

Disclose and summarize any significant, planned organizational changes and describe their potential impact on the Project/Promotional/Community Event for which funds are requested.

**II. Promotional/Community Event**

- Outline details of the Promotional/Community Event for which funds are requested. Include information regarding scope, goals, objectives, target audience.
- Describe how this event will **showcase McKinney and promote the City for the purpose of business development and/or tourism**.
- Describe how the proposed Promotional/Community Event fulfills strategic goals and objectives for your organization.
- Promotional/Community Events must be **open to the public**. If a registration fee is charged, it must be \$35 or less.
- **If the event benefits a nonprofit organization, specific detail must be provided regarding the benefit** (e.g. X\$ per entry; X% of overall revenue; X% of net revenue).
- Provide information regarding planned activities in support of the event, timeframe/schedule, estimated attendance and admission/registration fees, if planned.
- Include the venue/location for the proposed event.
- Provide a timeline for the production of the event.
- Detail goals for growth/expansion in future years.
- Provide plans to attract resident and visitor participation and contribute to business development, tourism and growth of McKinney sales tax revenue.
- Demonstrate informed budgeting/financial planning – addressing revenue generation, costs and use of net revenue.

**Has a request for funding, for this Project/Promotional/Community Event, been submitted to MCDC in the past?**

Yes

No

**Date(s): FY2021, FY2020, FY2019, FY2018, FY2017, FY2016**

## Financial

- Provide an overview of the organization's financial status including the projected impact of this event on your organization's ability to fulfill mission and goals.
- Please attach your organization's budget and Profit and Loss statement for the current and previous fiscal year and audited financial statements for the preceding two years. If audited financials are not available, please indicate why.
- **In addition to your organization's budget, please provide a detailed budget for the proposed Promotion/Community Event.**

### Overview of Promotional/Community Event financial goal?

<b>Gross Revenue</b>	<b>\$12,000.00</b>
<b>Projected Expenses</b>	<b>\$11,000.00</b>
<b>Net Revenue</b>	<b>\$8,500.00</b>

**What dollar amount and percentage of Promotional/Community Event funding will be provided by other sources such as sponsorship, registration fees, individual or corporate donations, etc.?** The applicant intends to fund 100% of the marketing for this project if the grant is denied. If funded, the grant will be used to fund marketing for the project.

<b>Sponsorship Revenue</b>	<b>\$</b>
<b>Registration Fees</b>	<b>\$</b>
<b>Donations</b>	<b>\$</b>
<b>Other (raffle, auction, etc.)</b>	<b>\$</b>
<b>Net Revenue</b>	<b>\$</b>

## IV. Marketing and Outreach

- Provide specific detail regarding the advertising, marketing plans and outreach strategies developed for this event.
- Provide a detailed outline and budget for planned marketing, advertising and outreach activities and promotional channels (e.g. print, radio, social media platforms, etc.). **The total expenditures planned must match the amount requested in this grant application.** If you need an example, please contact Linda Jones at [ljones2@mckinneycdc.org](mailto:ljones2@mckinneycdc.org).

## V. Metrics to Evaluate Success

- Outline the metrics that will be used to evaluate success of the proposed Promotional/Community Event. If funding is awarded, a final report will be required summarizing success in achieving objectives outlined for the event.

## VI. Presentation to MCDC Board of Directors

Completed applications that are eligible for consideration by MCDC will be presented to the board according to the schedule included on the first page of this application. **Please be prepared to provide the information outlined below in your presentation:**

- Details regarding the specific marketing activities (promotional channels) that you plan to use and the budget allocated to each (print, radio, social media, etc.).
- If this is an annual/biennial event, please include results you saw from use of the various marketing activities in the past (what worked, what didn't).
- Do you plan to utilize the grant requested to fund your total marketing budget? If not, what percentage would the grant cover?
- If possible, please include examples of past marketing initiatives (screen shots of ads, social media, etc.). Also – please include photos of previous year's event in your presentation.
- Please share the attendance numbers from the previous year's event (if this is a repeat event).
- If possible, please identify the number of people who attended from McKinney – and those who were visitors to the city.
- If you are applying as a for-profit organization, with a nonprofit beneficiary identified for your event, please include the name(s) of the nonprofit groups who will be supported by the event and the percentage of revenue (indicate gross or net) or dollar amount that will be provided.
- Presentations to the Board will be limited to no more than five (5) minutes.

## Acknowledgements

***If funding is approved by the MCDC board of directors, Applicant will assure:***

- The Promotional/Community Event for which financial assistance is sought will be administered by or under the supervision of the applying organization.
- All funds awarded will be used **exclusively** for advertising, marketing and promotion of the Promotional/Community event described in this application.
- MCDC will be recognized in all marketing, advertising, outreach and public relations as a funder of the Promotional/Community Event. A logo will be provided by MCDCV for inclusion on all advertising, marketing and promotional materials. Specifics for audio messaging will be agreed upon by applicant and MCDC and included in an executed performance agreement.
- The Organization officials who have signed the application are authorized by the organization to submit the application;
- Applicant will comply with the MCDC Grant Guidelines in executing the Promotional/Community Event for which funds were received.
- A final report detailing the success of the Promotional/Community Event, as measured against identified metrics, will be provided to MCDC no later than 30 days following the completion of the Promotional/ Community Event.
- Grant funding is provided on a reimbursement basis subsequent to submission of a reimbursement request, with copies of invoices and paid receipts for qualified expenses. Up to 20% of the grant awarded may be withheld until the final report on the Promotional/Community Event is provided to MCDC.
- Funds granted must be used within one year of the date the grant is approved by the MCDC board.

**We certify that all figures, facts and representations made in this application, including attachments, are true and correct to the best of our knowledge.**

### Chief Executive Officer

Mark Potter  
Signature

Mark Potter  
Printed Name

05/28/2022  
Date

### Representative Completing Application

Harold M. McLeod, III  
Signature

Harold M. McLeod, III  
Printed Name

05/28/2022  
Date



***INCOMPLETE APPLICATIONS, OR THOSE RECEIVED AFTER THE DEADLINE, WILL NOT BE CONSIDERED.***

## CHECKLIST:

### Completed Application:

- Use the form/format provided
- Organization Description
- Outline of Promotional/Community Event; description, budget, goals and objectives
- Indicate how this event will showcase the City of McKinney for business development/tourism
- Promotional/Community Event timeline and venue included
- Overall organization **and** event budget that includes plans and budget for advertising, marketing and outreach included
- Evaluation metrics are outlined
- List of board of directors and staff
- Financials: organization's budget and P&L statement for current and previous fiscal year; Promotional/Community Event budget; audited financial statements are provided
- IRS Determination Letter (if applicable)

***A FINAL REPORT MUST BE PROVIDED TO MCDC WITHIN 30 DAYS OF THE EVENT/COMPLETION OF THE PROJECT/PROMOTIONAL/COMMUNITY EVENT.***

***FINAL PAYMENT OF FUNDING AWARDED WILL BE MADE UPON RECEIPT OF FINAL REPORT.***

***PLEASE USE THE FORM/FORMAT OUTLINED ON THE NEXT PAGE FOR THE FINAL REPORT.***



## **McKINNEY COMMUNITY DEVELOPMENT CORPORATION**

### **Final Report**

**Organization:**

**Funding Amount:**

**Project/Promotional/Community Event:**

**Start Date:**

**Completion Date:**

**Location of Project/Promotional/Community Event:**

**Please include the following in your report:**

- Narrative report on the Project/Promotional/Community Event
- Identify goals and objectives achieved
- Financial report – budget as proposed and actual expenditures, with explanations for any variance. If the event includes a charitable component, include the donation made.
- Samples of printed marketing and outreach materials (MCDC logo to be included)
- Screen shots of online Promotions (MCDC logo to be included)
- Photographs, slides, videotapes, etc.
- Performance against metrics outlined in application

**Please submit Final Report no later than 30 days following the completion of the Promotional/Community Event to:**

McKinney Community Development Corporation  
5900 S. Lake Forest Blvd., Suite 110  
McKinney, TX 75070

Attn: Cindy Schneible  
[cschneible@mckinneycdc.org](mailto:cschneible@mckinneycdc.org)

## **1. APPLYING ORGANIZATION**

THE MCKINNEY ROTARY CLUB HAS BEEN ACTIVELY SERVING THE COMMUNITY FOR OVER 100 YEARS. THE ORGANIZATION SPONSORS NUMEROUS SCHOLARSHIPS AND CHARITIES IN THE MCKINNEY COMMUNITY, AS WELL AS ORGANIZING COMMUNITY EVENTS SUCH AS THE CHRISTMAS PARADE. THE CLUB MEETS AT NOON ON FRIDAY IN THE BALLROOM OF THE GRAND HOTEL ABOVE RICK'S CHOPHOUSE IN DOWNTOWN MCKINNEY.

2022 PARADE ADVISOR: Harold McLeod  
Cell: 804-980-5013 Office: 972-569-2333  
Email: [mckinneyparadeoflights@gmail.com](mailto:mckinneyparadeoflights@gmail.com)

## **2. PROJECT, PROMOTION OF COMMUNITY EVENT**

THE 23RD ANNUAL MCKINNEY ROTARY CHRISTMAS PARADE OF LIGHTS HAS BECOME THE FOCAL EVENT OF THE CHRISTMAS SEASON IN MCKINNEY. THE PARADE ANNUALLY HAS OVER 1200 PARTICIPANTS AND MANY THOUSANDS MORE IN SPECTATORS. THE PARADE BRINGS A SENSE OF COMMUNITY TO THE ENTIRE CITY, BRINGING CHILDREN AND PARENTS FROM ALL OF MCKINNEY TOGETHER IN THE HISTORIC DOWNTOWN SQUARE. THE PARADE IS EXPECTED TO CONTINUE GROWING IN SIZE WITH THE PARTICIPATION OF THREE HIGH SCHOOL BANDS AND DRILL TEAMS. IT ALSO PROMOTES MCKINNEY'S DOWNTOWN AREA AND PACKS THE LOCAL RESTAURANTS AND BARS WITH PATRONS BEFORE AND AFTER THE PARADE. PRIZES FOR WINNING FLOATS PROVIDE VALUABLE FUNDS TO LOCAL YOUTH ORGANIZATIONS AND SCHOOLS.

THIS EVENT HELPS FULFILL THE OBJECTIVES AND PURPOSE OF THE MCDC BY DEVELOPING AND STRENGTHENING THE CITY'S PHYSICAL AMENITIES FOR RECREATIONAL AND LEISURE OPPORTUNITIES BY PROVIDING A FREE EVENT WHERE MCKINNEY CITIZENS CAN BRING THEIR CHILDREN TO USHER IN THE HOLIDAY SEASON. THE PARADE IS NOT ONLY A COMMUNITY-WIDE FOCAL POINT THAT BRINGS THOUSANDS OF PEOPLE TO DOWNTOWN MCKINNEY, BUT ALSO ATTRACTS MULTITUDES OF OTHERS FROM SURROUNDING CITIES AND BEYOND TO EXPERIENCE THE DOWNTOWN SQUARE FOR A SAFE, FAMILY FRIENDLY EVENT.

THE PARADE WILL BEGIN AT 6:30 PM ON SATURDAY, DECEMBER 10, 2022. IT LASTS APPROXIMATELY ONE HOUR. FLOAT STAGING BEGINS AROUND 5:00 PM IN THE PUBLIC PARKING LOTS ADJACENT TO CITY HALL. THE PARADE WILL PROCEED NORTH ON TENNESSEE THROUGH DOWNTOWN, AROUND THE PUBLIC LIBRARY, THEN SOUTH ON KENTUCKY, ENDING IN THE PUBLIC PARKING LOT WHERE IT BEGAN.

THE PARADE IS A FREE EVENT AND UNDERWRITTEN THROUGH DONATIONS AND SPONSORSHIPS OF LOCAL BUSINESSES AND ORGANIZATIONS. THE TOTAL COST OF THE PARADE IS APPROXIMATELY \$11,000.00. PLEASE SEE THE BUDGET IN THE FINANCIAL SECTION OF THE APPLICATION.

## **3. FINANCIAL**

THE MCKINNEY ROTARY CLUB OPERATES THE PARADE THROUGH THE ROTARY FOUNDATION, A 501C (3) NONPROFIT ORGANIZATION (Attachment).

THE TOTAL COST OF THE PARADE IS APPROXIMATELY \$11,000.00. THE REQUESTED GRANT AMOUNT OF \$7,500.00 REPRESENTS 68% OF THE TOTAL COST. THE REMAINING FUNDS WILL BE GENERATED THROUGH SPONSORSHIPS AND DONATIONS FROM LOCAL BUSINESSES.

THE MCKINNEY ROTARY CLUB'S FISCAL YEAR RUNS JULY 1, 2021 -JUNE 30, 2022. THE BOARD WILL VOTE ON THE FINAL BUDGET AT THE JULY BOARD MEETING.

**PARADE BUDGET**

PERMITS	\$ 25.00
SECURITY	\$ 400.00
SIGNAGE	\$1,500.00
ADVERTISING	\$6,000.00
FLOAT PRIZES	\$2,000.00
<u>MISC.</u>	<u>\$1,075.00</u>
TOTAL	\$11,000.00

TWO YEARS AUDITED FINANCIAL STATEMENTS ARE NOT ATTACHED AS AN AUDIT HAS NOT BEEN COMPLETED. THE TREASURER HAS SUBMITTED A REQUEST FOR AN AUDIT.

**4. MARKETING AND OUTREACH**

THE MCKINNEY ROTARY CLUB IS PLANNING TO KICK OFF A STRONG ADVERTISING CAMPAIGN IN SEPTEMBER 2022. THE PARADE WILL BE PROMOTED VIA SOCIAL MEDIA, WEBSITES, LOCAL NEWSPAPERS/MAGAZINES and SIGNAGE. THE LARGEST SINGLE INITIATIVE WILL BE SOCIAL MEDIA AND RADIO ADVERTISING.

**5. METRICS TO EVALUATE SUCCESS**

THE PARADE HAS INCREASED IN THE NUMBER OF PARTICIPANTS AND SPECTATORS IN EACH OF ITS 22 YEARS. 73 GROUPS PARTICIPATED AS ENTRANTS IN THE PARADE COMPARED TO A HIGH OF 78 FLOATS IN 2019, AND OVER 2500 PARTICIPANTS THIS YEAR SURPASSED PREVIOUS YEARS. ADDITIONALLY, 32,700 PEOPLE ATTENDED COMPARED TO PREVIOUS YEARS AVERAGES OF 15,000-20,000. WE EXPECT THE NUMBER OF ENTRIES AT CAPACITY AGAIN THIS YEAR AS WELL AS DRAW RECORD CROWDS TO THE DOWNTOWN AREA. WE ARE ALREADY EXPERIENCING INQUIRIES TO THE DATE OF THE PARADE AND THEME FROM POTENTIAL PARTICIPANTS!

**2022 PROMOTIONAL EXPENSES**

97.5 KLAK	ADVERTISING	\$2,800.00
THE PRINT LAB	SIGNS, FLYERS, CARDSTOCK	\$900.00
MCKINNEY COURIER GAZETTE	PRINT AD NEWSPAPER	\$1,600.00
SOCIAL MEDIA	FACEBOOK/INSTAGRAM	\$1,000.00
<u>COLORWORKS</u>	<u>MESH BANNERS</u>	<u>\$1,200.00</u>
TOTAL		\$7,500.00