

Rotary Club of McKinney – Christmas Parade of Lights MCDC Application

I. Applying Organization

The McKinney Rotary Club has been actively serving the community for over 50 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 every Friday in the ballroom of the Grand Hotel above Rick's Chophouse in downtown McKinney.

2012 Parade Chairman:
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II. Project, Promotion or Community Event

The 13th Annual McKinney Parade of Lights has become the focal event of the Christmas season in McKinney. The parade annually has over 1,200 participants and many thousands more spectators. The parade brings a sense of community to the entire city, bringing children and parents from both east and west McKinney together in the historic Downtown Square. 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 now a community-wide focal point that brings thousands of people to downtown McKinney to experience the newly renovated downtown square for a safe, family friendly event.

The parade will begin at 6:30pm on Saturday, December 8th, 2012. It lasts approximately one hour. Float staging begins around 5:00pm 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 \$7,500.00. Please see the budget in the financial section of this application.

III. Financial

The McKinney Rotary Club operates the parade through the Rotary Foundation, a 501c(3) nonprofit organization.

The total cost of the parade is approximately \$7,500.00. The requested grant of \$3,500.00 represents 46% of the total cost. The remaining funds will be generated through sponsorships and donations from local businesses.

Parade Budget

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|----------------|------------|
| Permits | \$25.00 |
| Security | \$350.00 |
| Insurance | \$700.00 |
| Advertising | \$1,500.00 |
| Parade Program | \$2,000.00 |
| Float Prizes | \$2,000.00 |
| Miscellaneous | \$925.00 |
| Total | \$7,500.00 |

IV. Marketing and Outreach

The parade is marketed through multiple mediums. The largest single initiative is the parade program. This program includes advertisements from local sponsors as well as information about the parade and Rotary Club. This program is delivered to all local subscribers of the McKinney Courier as well as handed out to local businesses and spectators at the parade. The parade is also advertised in local print media such as McKinney Living and the Dallas Morning News. Additionally, we have advertisements on local radio station KLAJ.

V. Metrics to Evaluate Success

The parade has increased in the number of participants and spectators in each of its 12 years. Last year had over 60 float entries comprised of over 1,200 individual participants. The number of spectators has grown each year as well. We expect the number of entries to increase again this year as well as draw record crowds to the downtown area.