

January 23, 2023

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 August 2, 2022.

The 23rd Annual Parade of Lights was planned to be held Saturday, December 10, 2022, in Historic Downtown McKinney from 6:30pm to approximately 8:30pm. Unfortunately, due to the threat of severe weather (including lightning), the parade was rescheduled for Thursday, December 15, 2022. This proved to have an impact on the number of final participants and attendees for the parade.

The theme for this year was "Christmas in Toyland." Estimates, provided by MCDC, show that there were 13,300 people in attendance. This is half of the attendance from previous years mainly due to the change in date from a Saturday night to a Thursday night. But the show must go on and those who attended gave rave reviews of the event.

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 our Rotary President and wife, James and Isabel Bresnahan. This year's Grand Marshall, our newly appointed Chief of Police Joseph Ellenburg. Throughout the parade, the emcees spoke about the MCDC, its impact and highlighted MCDC as a funder of the parade. Several 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, 81 groups signed up to participate in the parade compared to 73 in the prior year. Because of the weather, the night of the rescheduled parade we had 42 groups participate. Many of the school related organizations couldn't make it as it was finals week and the Thursday before



McKinney Rotary Foundation

Transaction Detail Parade 2022 Expenses

Type	Date	Num	Memo	Amount	Balance
Check	8/23/2022		3330 Parade Cloud Membership 2022	\$ 249.00	\$ 249.00
Check	9/9/2022		3339 Radio Ads for Parade 2022	\$ 2,510.00	\$ 2,759.00
Check	9/21/2022		3340 City of McKinney Permit application	\$ 100.00	\$ 2,859.00
Check	9/30/2022		3344 Safety Vests - Rotary International	\$ 272.94	\$ 3,131.94
Check	10/19/2022		3352 JG Media - CI Advertising	\$ 1,490.00	\$ 4,621.94
Check	11/2/2022		3359 Radio Announcer/Parade Emcee	\$ 250.00	\$ 4,871.94
Check	11/4/2022		3362 Colorworks - Mesh Banners	\$ 1,575.00	\$ 6,446.94
Check	11/22/2022		3371 Executive Press - Posters/Signs	\$ 828.75	\$ 7,275.69
Check	12/10/2022	3379, 3380	Parade Security	\$ 360.00	\$ 7,635.69
Check	12/15/2022	3384, 3385	Parade Security	\$ 360.00	\$ 7,995.69
Check	12/10/2022		3381 Santa - Steve Ezell	\$ 600.00	\$ 8,595.69
Check	12/13/2022		3385 Facebook Marketing	\$ 400.00	\$ 8,995.69
Check	12/13/2022		3386 Harbor Freight - Safety Equipment	\$ 495.53	\$ 9,491.22
Check	12/22/2022		3387 1st Place Winner	\$ 1,000.00	\$ 10,491.22
Check	12/22/2022		3388 2nd Place Winner	\$ 1,000.00	\$ 11,491.22
Check	12/22/2022		3389 3rd Place Winner	\$ 300.00	\$ 11,791.22
Check	12/22/2022		3390 4th Place Winner	\$ 100.00	\$ 11,891.22

Total Fund Raising Costs

\$ 11,891.22 \$

Total Marketing/Advertising Costs

\$ 7,053.75

Rotary
Club of McKinney



Historic
Downtown
McKinney

33rd
Annual
CHRISTMAS
PARADE of
LIGHTS

Saturday
Dec. 10, 2022
5:00PM

Special Thanks To:

 **CBTx**
Committee of Business & Trade

McKinneyParadeofLights.com

Rotary 
Club of McKinney

Rotary 
Club of McKinney

23rd Annual
CHRISTMAS
PARADE *of* **LIGHTS**



SATURDAY, DECEMBER 10TH
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 "Christmas in Toyland". Special thank you to our presenting sponsor Commercial Bank of Texas & to McKinney Community Development Corporation for their support.



See event information here
McKinneyParadeOfLights.com


Commercial Bank of Texas, N.A.
Banking Texas Style.


MCKINNEY COMMUNITY
DEVELOPMENT CORPORATION

Top Real Estate News



\$48M senior living development coming to west McKinney

BY SHELBIE HAMILTON

The \$48 million project, located at 3351 Virginia Parkway, will include 226 units and seven villas ranging between 1,600 and 1,800 square feet, according to Chapin.

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260 multifamily affordable housing units coming to east McKinney in 2024

Dallas sees progress in housing the homeless & Lewisville focuses on affordable housing solutions

HOUSING & REAL ESTATE

Project to bring about 381 multifamily residential units to McKinney

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EDUCATION



Texas school districts struggle

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Making a Difference

23rd Annual

**ROTARY
CHRISTMAS
PARADE *of*
LIGHTS**

SATURDAY, DECEMBER 10TH
HISTORIC DOWNTOWN MCKINNEY
6:30PM

ALL PROCEEDS BENEFIT CHARITIES SUPPORTED BY THE MCKINNEY ROTARY CLUB



McKinneyParadeOfLights.com

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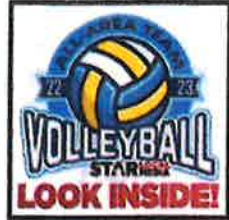
STARBUCKS

McKinney Courier-Gazette

COURIER-GAZETTE.COM

SUNDAY, DECEMBER 18, 2022

VOLUME 128 NUMBER 9



CHRISTMAS, MCKINNEY STYLE

See more parade photos, Page 2



McKinney's downtown square was filled with holiday spirit Thursday night as The McKinney Rotary Club hosted its Christmas Parade of Lights. The parade was originally scheduled for Saturday, Dec. 10 but was canceled due to weather. Thursday night's parade — themed "Christmas in Toyland" — allowed attendees to enjoy floats covered in lights and a view of Santa Claus.



PHOTOS BY ALBERT HENRIQUEZ FOR LOCAL MEDIA