



## McKINNEY COMMUNITY DEVELOPMENT CORPORATION

### Final Report

**Organization:** McKinney Rotary Foundation

**Funding Amount:** \$5500.00

**Project/Promotion/Community Event:** 16th Annual McKinney Rotary Christmas Parade of Lights

**Start Date:** 8/1/15

**Completion Date:** 12/12/15

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

Downtown McKinney

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

- Narrative report on the Project/Promotion/Community Event
- Identify goals and objectives achieved
- Financial report – budget as proposed and actual expenditures, with explanations for any variance
- Samples of printed marketing and outreach materials
- Screen shots of online promotions
- Photographs, slides, videotapes, etc.
- Performance against metrics outlined in application

**Please submit Final Report no later than 30 days following the completion of the Project/Promotion/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)

## 16<sup>th</sup> Annual McKinney Rotary Christmas Parade of Lights

Event Summary: CANCELED by Office of Emergency Management due to severe weather forecast.

We had 83 groups confirmed as part of the parade with just over 2000 participants. All 3 MISD high school bands along with the marching band from MCA were participating. Our goal this year was to make it more of an "event" and not just a parade. Some of the added elements were; a scavenger hunt that included stationary targets as well as float targets with prizes over \$2000.00 to be given out. We were having a Blood-drive with Carter Blood care. Salvation Army Canteen –giving away free hot cocoa. A VIP reception and bleachers for seating for our sponsors and other VIPs. Nine vintage military vehicles carrying retired service members from every war back to WWII, and an interactive "FLOATVOTE" where spectators could vote for their favorite float.

Much energy and effort went into making this the biggest and best parade ever in McKinney.

Due to the cancelation we have had to refund or rollover \$2250.00 of the total entry fees paid.

### Promotional Expenses:

NextMedia 97.5	Radio	\$1500.00
Community Impact	Newspaper	\$2000.00
MetroGrafix	Marketing Brochures	\$457.00
MetroGrafix	Postcards	\$126.00
MetroGrafix	Posters	\$180.00
SuperCheap Signs	Yard Signs	\$198.31
Facebook	Post / Site Boosts	\$134.00
MetroGrafix	Design work	\$600.00
MetroGrafix	Marketing Banners	\$330.00
<b>TOTAL</b>		<b>\$5525.31</b>

Attached are some sample Marketing pieces and receipts.



# 16<sup>th</sup> Annual Christmas Parade of Lights

Suggested Schedule: 3 weeks

Schedule Dates: November 23 - December 12, 2015

- Weekly :30 Commercial Schedule: 20x Monday-Friday 6am-8pm and 20x Mon-Sun 6a-12mid, that's 120x commercials on KLAK to air over 3 weeks.
- Blinks :05 Commercial Schedule: 45 - :05 messages per week to air over same 3 weeks, 135 total messages.
- Complimentary writing and production included.
- KLAK to place logo with link on home page [www.975klak.com](http://www.975klak.com) with link to a jump page listing all parade sponsors.
- Opportunity for interview with sponsors prior to parade.

Total investment: \$1,500/Cash plus **Revised 9/15/15**  
 \$2,000 Ornament Level in-kind sponsorship

Approved by: 7785th Date: 9/22/15



**Company Information**

Business name	Rotary Club of McKinney	Contact name	Tommy Stanley
Contact e-mail	tommy.stanley@bcdtravel.com	Contact phone	(469) 879-5851
Mailing address	PO Box 552	City, state ZIP	McKinney, TX 75070

**Contract Detail**

Order: C17189v.0

Publication	Description	Gross rate	Net rate
MCK Paper - November 2015	In-paper   Half   Display	\$1,000.00	\$1,000.00
MCK Paper - December 2015	In-paper   Half   Display	\$1,000.00	\$1,000.00
MCK Paper - January 2016	In-paper   Half   Display	\$0.00	\$0.00

**Notes:**

- Sponsorship trade for the annual Parade of Lights Tree Top Sponsor level (\$3,500 value)

Thank you for your business!

Gross amount \$2,000.00

Net amount due \$2,000.00

**Stanley, Tommy (US)**

**From:** service@paypal.com  
**Sent:** Sunday, August 09, 2015 2:46 PM  
**To:** Stanley, Tommy (US)  
**Subject:** Your payment to metro-grafix



You sent a payment of \$457.00 USD to metro-grafix.

Aug 9, 2015 12:45:58 PDT  
Receipt No: 1333-0221-5081-3038

Hello Tommy Stanley,

This charge will appear on your credit card statement as payment to PAYPAL  
\*METROGRAFIX.

**Save time with a PayPal account**

Create a PayPal account and save your payment information. You won't need to enter your payment information every time you shop online.

[Sign Up Now](#)

**Shop with confidence**

We keep your financial information secure.

**Transactions monitored 24/7**

Our fraud specialists help protect your account.

**You're protected**

Zero fraud liability for eligible unauthorized purchases. [See eligibility](#)



**Merchant information:**  
metro-grafix  
[laura@metro-grafix.com](mailto:laura@metro-grafix.com)

**Instructions to merchant:**  
None provided



**Shipping information**

Tommy Stanley  
3204 Mandina Court  
McKinney, TX 75070  
United States

**Shipping method**

Not specified

Description	Unit price	Qty	Amount
Purchase from metro-grafix			
<b>Total:</b>			<b>\$457.00 USD</b>

**Receipt No: 1333-0221-5081-3038**

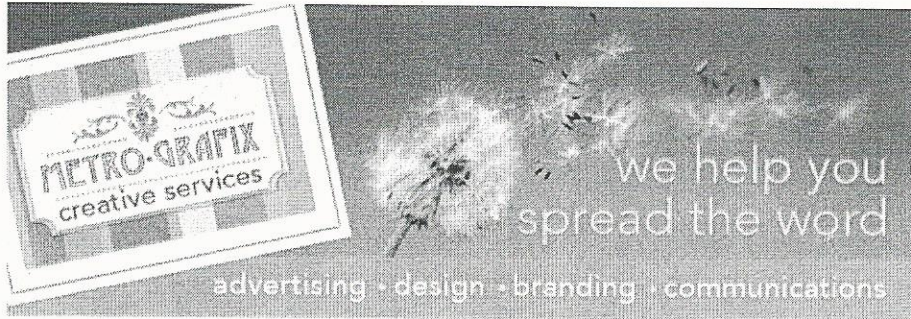
Please keep this receipt number for future reference. You'll need it if you contact customer service at metro-grafix or PayPal.

*OK 2147  
8/21/15*



[Help](#) | [Security Center](#)

For assistance with matters regarding your PayPal account not identified above, please contact us toll free at 1-888-221-1161.



# INVOICE

metro-grafix  
 805 howell  
 mckinney, TX 75069  
 phone 972-877-7325

DATE: November 18, 2015  
 INVOICE # 5254  
 DUE: upon receipt  
 PROJECT: XMAS EVENT

[info@metro-grafix.com](mailto:info@metro-grafix.com)

**BILL TO:**  
 MCKINNEY ROTARY - noon  
 attn: tommy and cathie

QTY	ITEM ID	DESCRIPTION	UNIT PRICE	AMOUNT
1.00	print + ship	4 x 6" 4/4 postcards #5k - XMAS PARADE	\$126.00	\$126.00
1.00	print + ship	11" x 17" poster - 4/0 #250 - XMAS PARADE	\$180.00	\$180.00

SUBTOTAL	\$306.00
TAX RATE	0.00%
SALES TAX	\$0.00
OTHER	
<b>TOTAL</b>	<b>\$ 306.00</b>

Thanks for your business! :)

Upon full payment, the client shall receive copyright use.  
 Print items will be sent to press when payment is received.  
 Web items will go live after invoice is paid  
 Let us know if you'd like a credit card pmt link.  
 Invoices not paid in 15 days will be charged 5% late fee on the 16th day, plus an additional 5% per week.

# 2173  
 11/18/15



For more information, please contact us at 866-270-7446

9804 Gray Blvd.  
Austin, TX 78758

Order # 111915025  
Order Date: 11/19/2015 03:20PM

**Bill To:**

Tommy Stanley  
McKinney Rotary Foundation  
3204 Mandina Court  
McKinney, TX, 75070  
(972) 562-2608

**Ship To:**

Tommy Stanley  
McKinney Rotary Foundation  
3204 Mandina Court  
McKinney, TX, 75070

Item ID #	Product	Quantity	Price
177238	Yard Signs	50	\$3.78
	Product Details 18x24 (standard), 2 Sides, 2 Color		
	NEWSLETTER: 10% off over \$99		- \$18.90
		Subtotal:	\$170.10
		Tax:	\$15.11
	shipping service: Ground	Shipping:	\$13.10
	credit card type: Visa (...0885)	Total:	\$198.31

Thank you! We appreciate your order.

*OK 2185  
12/3/15*

Manage Ads Account Settings Billing Power Editor Tools

Account: Tommy Stanley

Campaign: [11/15/2015] Promoting McKinney Rotary Christmas Parade of Lights

Search Filters

Performance Audience Placement

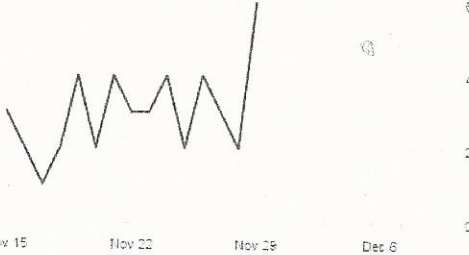
45 Results: Page Likes \$0.94 Cost per Result 4.51% Result Rate

Results: Page Likes

970 People Reached

\$42.11 Amount Spent

Custom



Campaign On

Delivery Not Delivering (Ad Set Completed)

Objective Page Likes McKinney Rotary Christmas P...

Amount Spent Today \$0.00 spent today \$42.11 total spent of \$42.11 budgr

Total Schedule Nov 15, 2015 10:27am - Nov :

Ad Sets in this Campaign Create Ad Set

Columns: Performance Breakdc

Ad Set Name

[11/15/2015] F [11/15/2015] Promoting McKinney Rotary Christmas Pa...

Results from 1 Ad Set



Page Likes

45 Page Likes

970 People

\$0.00

.94 Per Page ...

Per Page ...

Per Page ...

Per Page ...

Budget Amount ...

\$3.00

Daily

\$42.11

Total Spent

OK 2185 12/3/15



Account: Tommy Stanley

**Transaction:** 889990781115974-1628944

**Billing Summary**

Payment Date: **Nov 23, 2015 5:06pm**

Amount Billed: **\$25.57**

Payment Method: **VISA \*0885**

Product Type: Facebook

Status: Paid

**[11/15/2015] Promoting McKinney Rotary Christmas Parade of Lights**

From Nov 15, 2015 12:00am to Nov 23, 2015 5:30pm

Ad Set Name	Results	Amount	Ad Set ID
[11/15/2015] Promoting McKinney Rotary Christmas Parade of Lights	635	\$25.57	6034519933159
<b>Totals</b>	<b>635 Impressions</b>	<b>\$25.57</b>	

Account: Tommy Stanley

**Transaction:** 899702030144849-1638520

**Billing Summary**

Payment Date: **Nov 30, 2015 1:10am**  
Product Type: Facebook

Amount Billed: **\$15.11**

Payment Method: **VISA \*0885**  
Status: Paid

**[11/15/2015] Promoting McKinney Rotary Christmas Parade of Lights**  
From Nov 23, 2015 12:00am to Nov 28, 2015 11:59pm

Ad Set Name	Results	Amount	Ad Set ID
[11/15/2015] Promoting McKinney Rotary Christmas Parade of Lights	322	\$15.11	6034519933159
<b>Totals</b>	<b>322 Impressions</b>	<b>\$15.11</b>	

Account: Tommy Stanley

**Transaction:** 862572827191099-1686107

**Billing Summary**

Payment Date: **Dec 31, 2015 2:30am**  
Product Type: Facebook

Amount Billed: **\$51.21**

Payment Method: **VISA \*0885**  
Status: Paid

**Post: "We are excited to finally announce a BIG addition..."**  
From Dec 05, 2015 12:00am to Dec 08, 2015 11:59pm

Ad Set Name	Results	Amount	Ad Set ID
Post: "We are excited to finally announce a BIG addition..."	8,024	\$51.21	6035356384359
<b>Totals</b>	<b>8,024 Impressions</b>	<b>\$51.21</b>	



# INVOICE

metro-grafix  
 805 howell  
 mckinney, TX 75069  
 phone 972-877-7325

DATE: December 19, 2015  
 INVOICE # 5281-PARADE  
 DUE: upon receipt  
 PROJECT: marketing

info@metro-grafix.com

**BILL TO:**  
 ROTARY-PARADE  
 attn: tommy

QTY	ITEM ID	DESCRIPTION	UNIT PRICE	AMOUNT
0.75	hour	design / layout - promotional banners	\$100.00	\$75.00
1.00	hour	design / layout promotional signes - vector - 2 color	\$100.00	\$100.00
1.00	hour	design / layout posters and postcards for parade	\$100.00	\$100.00
1.50	hour	design 2 half-page print ads - community impact - CMYK - send to press	\$100.00	\$150.00
1.00	hour	record / direct radio spots - in studio - burton and tommy	\$100.00	\$100.00
0.75	hour	design / layout signs for prize winners and veteran vehicles - send to press	\$100.00	\$75.00

SUBTOTAL	\$600.00
TAX RATE	0.00%
SALES TAX	\$0.00
OTHER	
<b>TOTAL</b>	<b>\$ 600.00</b>

Thanks for your business! :)

Upon full payment, the client shall receive copyright use.  
 Print items will be sent to press when payment is received.  
 Web items will go live after invoice is paid  
 Let us know if you'd like a credit card pmt link.  
 Invoices not paid in 15 days will be charged 5% late fee on the 16th day, plus an additional 5% per week.

DS 1/1/16  
 # 2193



# INVOICE

metro-grafix  
 805 howell  
 mckinney, TX 75069  
 phone 972-877-7325

DATE: December 1, 2015  
 INVOICE # 5265-PARADE  
 DUE: upon receipt  
 PROJECT: printing

info@metro-grafix.com

**BILL TO:**  
 ROTARY-PARADE  
 attn: tommy and cathie

QTY	ITEM ID	DESCRIPTION	UNIT PRICE	AMOUNT
2.00	print	promo banners	\$70.00	\$140.00
1.00	print	promo banner	\$110.00	\$110.00
1.00	ship	shipping - banners	\$15.00	\$15.00
1.00	print + ship	#2500 4/0 promo cards	\$65.00	\$65.00

SUBTOTAL	\$330.00
TAX RATE	0.00%
SALES TAX	\$0.00
OTHER	
<b>TOTAL</b>	<b>\$ 330.00</b>

Thanks for your business! :)

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*12/3/15*  
*# 2184*

MCKINNEY ROTARY FOUNDATION 88-1632-1119 2147  
 PO BOX 552 MCKINNEY, TX 75070 DATE Aug 21, 2015  
 PAY TO THE ORDER OF Lenny Stanley \$ 457.00  
Four Hundred Fifty Seven and 00/100 DOLLARS  
 Independent Bank  
 MEMO Cathie Walen  
 ⑆111916326⑆ 1000567113⑈2147

Ck# 2147 Date 8/25/2015 Amt \$457.00

MCKINNEY ROTARY FOUNDATION 88-1632-1119 2175  
 PO BOX 552 MCKINNEY, TX 75070 DATE Nov 18, 2015  
 PAY TO THE ORDER OF Lenny Stanley \$ 157.68  
One Hundred Fifty Seven and 08/100 DOLLARS  
 Independent Bank  
 MEMO PARADES 115.30 / WASH 42.38 Cathie Walen  
 ⑆111916326⑆ 1000567113⑈2175

Ck# 2175 Date 12/7/2015 Amt \$157.68

Ck# 2155 Date 10/21/2015 Amt \$327.00

MCKINNEY ROTARY FOUNDATION 88-1632-1119 2156  
 PO BOX 552 MCKINNEY, TX 75070 DATE Sep 25, 2015  
 PAY TO THE ORDER OF 92.5 KZAK \$ 1570.00  
One thousand Five Hundred and 00/100 DOLLARS  
 Independent Bank  
 MEMO CHRISTMAS PARADE Cathie Walen  
 ⑆111916326⑆ 1000567113⑈2156

Ck# 2156 Date 10/6/2015 Amt \$1,500.00

MCKINNEY ROTARY FOUNDATION 88-1632-1119 2157  
 PO BOX 552 MCKINNEY, TX 75070 DATE Sep 25, 2015  
 PAY TO THE ORDER OF Community Impact Newspaper \$ 2,000.00  
Two thousand and 00/100 DOLLARS  
 Independent Bank  
 MEMO CHRISTMAS PARADE Cathie Walen  
 ⑆111916326⑆ 1000567113⑈2157

Ck# 2157 Date 10/7/2015 Amt \$2,000.00

MCKINNEY ROTARY FOUNDATION 88-1632-1119 2152  
 PO BOX 552 MCKINNEY, TX 75070 DATE Sep 5, 2015  
 PAY TO THE ORDER OF Sita Arman & Inc \$ 249.00  
Two Hundred Forty Nine and 00/100 DOLLARS  
 Independent Bank  
 MEMO REPLACE CK 2146 Cathie Walen  
 ⑆111916326⑆ 1000567113⑈2152

Ck# 2152 Date 9/16/2015 Amt \$249.00

MCKINNEY ROTARY FOUNDATION 88-1632-1119 2172  
 PO BOX 552 MCKINNEY, TX 75070 DATE Nov 17, 2015  
 PAY TO THE ORDER OF Dallas Specialty \$ 400.00  
Four Hundred and 00/100 DOLLARS  
 Independent Bank  
 MEMO 40272-41325 Cathie Walen  
 ⑆111916326⑆ 1000567113⑈2172

Ck# 2172 Date 11/23/2015 Amt \$400.00

MCKINNEY ROTARY FOUNDATION 88-1632-1119 2173  
 PO BOX 552 MCKINNEY, TX 75070 DATE Nov 18, 2015  
 PAY TO THE ORDER OF Metro - Graphics \$ 306.00  
Three Hundred Six and 00/100 DOLLARS  
 Independent Bank  
 MEMO POSTAL 205 / PARADE Cathie Walen  
 ⑆111916326⑆ 1000567113⑈2173

Ck# 2173 Date 11/23/2015 Amt \$306.00

MCKINNEY ROTARY FOUNDATION 88-1632-1119 2174  
 PO BOX 552 MCKINNEY, TX 75070 DATE Nov 18, 2015  
 PAY TO THE ORDER OF Stella Stevens \$ 102.26  
One Hundred Two and 26/100 DOLLARS  
 Independent Bank  
 MEMO PARADE MKTA Cathie Walen  
 ⑆111916326⑆ 1000567113⑈2174

Ck# 2174 Date 11/24/2015 Amt \$102.26

MCKINNEY ROTARY FOUNDATION 88-1632-1119 2184  
 PO BOX 552 MCKINNEY, TX 75070 DATE Dec 3, 2015  
 PAY TO THE ORDER OF Metro - Graphics \$ 330.00  
Three Hundred Thirty and 00/100 DOLLARS  
 Independent Bank  
 MEMO TN 5365 - PARADE Cathie Walen  
 ⑆111916326⑆ 1000567113⑈2184

Ck# 2184 Date 12/8/2015 Amt \$330.00

MCKINNEY ROTARY FOUNDATION 88-1632-1119 2185  
 PO BOX 552 MCKINNEY, TX 75070 DATE Dec 3, 2015  
 PAY TO THE ORDER OF Metro - Graphics Stanley \$ 240.43  
Two Hundred Forty and 43/100 DOLLARS  
 Independent Bank  
 MEMO PARADE MKTA Cathie Walen  
 ⑆111916326⑆ 1000567113⑈2185

Ck# 2185 Date 12/7/2015 Amt \$240.42