

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/UzpfSTE0MTE5NjQy MjYxMTg3MjoyNzU0NzY5MDI3OTIxMjUy/

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

01/09/20 Accrual Basis

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

Star Local Media Advertising		
Parade Signs	Parade Signs for winners	Parade Signs for winners
Additional Rad	Additional Radio Schedu	Additional Radio Schedule
Historic Downtown Shuttle Service		
ī	ī	ī
McKinney Christian 2nd Place Wii	2nd Place Winner	
Frisco Miracle League 1st Place Win	ue 1st Place Winner	
Cub Scout Pack 496 3rd Place Wir	3rd Place Winner	
Parade Signs	Parade Signs and Poster	Parade Signs and Posters
Officer for Par	Officer for Parade	Officer for Parade X
Officer for Par	Officer for Parade	Officer for Parade
Advertising	Advertising	Advertising
2019 Parade	2019 Parade Emcee	2019 Parade Emcee
Website work	Website work	Website work
Mesh Banner	Mesh Banners	Mesh Banners







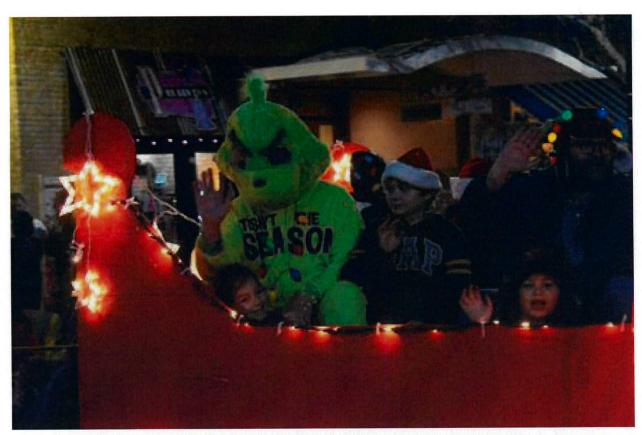
















PO BOX 552

Carrollton Leader

Allen American

Celina Record

The Colony Courier-Leader

Frisco Enterprise

BILLED ACCOUNT NAME AND ADDRESS ROTARY CLUB OF MCKINNEY

MCKINNEY, TX 75070

Coppell Gazette

Lewisville Leader

Little Elm Journal

McKinney Courier Gazette Mesquite News

Plano Star Courier

Rowlett Lakeshore Times The Lake Cities Sun

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

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	0			- \$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 McKinney Courier Gazette

Carrollton Leader

REMITTANCE ADDRESS

Celina Record

Mesquite News Plano Star Courier

Star Local Media

The Colony Courier-Leader Coppell Gazette

Rowlett Lakeshore Times

P.O. Box 860248

Frisco Enterprise

The Lake Cities Sun

Plano, TX 75086-0248

Lewisville Leader

The Leader

BILLED ACCOUNT NAME AND ADDRESS

ROTARY CLUB OF MCKINNEY

PO BOX 552

MCKINNEY, TX 75070

AMOUNT DUE
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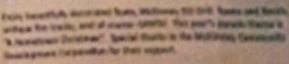




SATURDAY, DEC. 14TH 6:30PM



HISTORIC DOWNTOWN MCKINNET





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TEAD MORE SPURISH

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20h Annual CHRISTMAS PARADE & 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



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"	987.00T
	REVISE LAST YEAR'S DESIGN, LAYOUT & PROOFS SHIPPING & HANDLING	55.00T 35.00T
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Thank You For Your Order

Tel: 972.907.0001 www.colorwks.com

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





97.5 KLAK

Today's Best Music

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



DATE: December 9, 2019 INVOICE # 122019 INVOICE

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
	1	
· *		
	TOTAL	\$2,300.0

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. (KLAK'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 YOUR 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 DOWTOWN 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

BILL TO

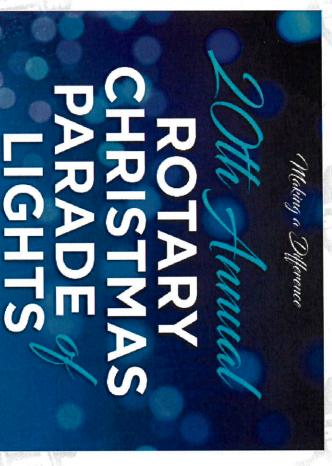
Robert Thomas Mckinney Parade of Lights

DATE 12/05/2019 PLEASE PAY \$0.00

DUE DATE 12/07/2019

ACTIVITY	QTY		RATE	AMOUNT
Signs - Coroplast Coroplast Signs Size:18x24 Sides: 4/4 Notes:	50		10.00	500.00T
Signs - Coroplast Coroplast Signs	4		27.50	110.00T
Size: 2'x3' Sides: 4/0 Notes:				
Poster Posters 11 x 17 100# Gloss Cover	150	W.	1.00	150.00T
H Stakes H Stakes	54		1.25	67.50T
		SUBTOTAL TAX TOTAL PAYMENT	Ŋ	827.50 68.27 895.77 895.77
		TOTAL DUE		\$0.00
		-		

THANK YOU.



ALL PROCEEDS BENEFIT CHARITIES SUPPORTED BY THE MCKINNEY ROTARY CLUB HISTORIC DOWNTOWN MCKINNEY SATURDAY, DECEMBER 14TH 6:30PM

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Rick Scaudillo CPA Scaudillo & Associates LLC









McKinneyParadeOfLights.com







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

ALL PROCEEDS BENEFIT CHARITIES SUPPORTED BY THE MCKINNEY ROTARY CLUB

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McKinneyParadeOfLights.com

