



# CITY OF MCKINNEY, TEXAS

## Legislation Details (With Text)

**File #:** 16-875      **Name:** Rotary Club Foundation (PC #16-18)  
**Type:** Agenda Item      **Status:** Approved  
**In control:** McKinney Community Development Corporation  
**On agenda:** 8/25/2016      **Final action:** 8/25/2016  
**Title:** Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by McKinney Rotary Club Foundation (PC #16-18) in the Amount of \$6,000 for Advertising and Promotion of the 2016 Rotary Parade of Lights Event

**Indexes:**

**Attachments:** 1. Grant Application, 2. Budget

Date	Ver.	Action By	Action	Result
8/25/2016	1	McKinney Community Development Corporation	Approved	Pass

Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by McKinney Rotary Club Foundation (PC #16-18) in the Amount of \$6,000 for Advertising and Promotion of the 2016 Rotary Parade of Lights Event

**COUNCIL GOAL:** Enhance Quality of Life in McKinney

**MEETING DATE:** August 25, 2016

**DEPARTMENT:** McKinney Community Development Corporation

**CONTACT:** Cindy Schneible, President

**ITEM SUMMARY:**

- McKinney Rotary Club Foundation is requesting \$6,000 for the advertising, marketing and promotion of the 2016 Parade of Lights Event.
- Event date is December 10, 2016.
- Target attendance is 1,400+.
- Event location is downtown McKinney.

**BACKGROUND INFORMATION:**

- McKinney Rotary Club Foundation has served the community for more than 90 years, sponsoring numerous scholarships and charities in the McKinney community.

**FINANCIAL SUMMARY:**

- MCDC’s allocation for Promotional and Community Event grants for this cycle is \$50,000.
- MCDC provided a grant of \$5,500 for promotion of the 2015 Parade of Lights event.