



19-0534

**TITLE:** Consider/Discuss Promotional and Community Event Grant Application Submitted by McKinney Rotary Foundation (PC #19-13) in the Amount of \$7,500 for the Advertising, Marketing and Promotion of the 2019 Rotary Parade of Lights.

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

**MEETING DATE:** June 27, 2019

**DEPARTMENT:** McKinney Community Development Corporation

**CONTACT:** Cindy Schneible, President

**ITEM SUMMARY:**

- McKinney Rotary Club Foundation is requesting \$7,500 for the advertising, marketing, and promotion of the 2019 Parade of Lights Event.
- Event date is December 14, 2019 and will take place in historic downtown McKinney.
- Target number for floats participating is 65+ with 1,200 participants and thousands of spectators in downtown McKinney for the event.

**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 Cycle II is \$76,125.
- Since 2009, MCDC has awarded \$39,000 in Promotional and Community Event grant funding for the Rotary Parade of Lights, including \$5,000 in 2018.

**SUPPORTING MATERIALS:**

[Application Packet](#)

## Presentation