



19-0615

TITLE: Consider/Discuss/Act on a 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: July 25, 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