



16-875

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

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.

SUPPORTING MATERIALS:

[Grant Application](#)
[Budget](#)