

17-656



TITLE: Consider/Discuss Promotional and Community Event Grant Application Submitted by McKinney Rotary Club Foundation (P&C #17-10), in the Amount of \$5,000 for the Marketing, Promotion and Advertising of the 2017 Rotary Parade of Lights Event

COUNCIL GOAL: Enhance the Quality of Life in McKinney

MEETING DATE: June 29, 2017

DEPARTMENT: McKinney Community Development Corporation

CONTACT: Cindy Schneible, President

ITEM SUMMARY:

- McKinney Rotary Club Foundation is requesting \$5,000 for the marketing, promotion, and advertising of the 2017 Parade of Lights Event.
- Event date is December 9, 2017 and will take place in historic downtown McKinney.
- Target number for floats participating is 88+.

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 Promotional and Community Event grant funding in the amount of \$43,150 since 2006.

SUPPORTING MATERIALS:

[Application](#)