



20-0530

TITLE: Consider/Discuss Promotional and Community Event Grant Application Submitted by McKinney Rotary Foundation (PC #20-19) in the Amount of \$7,500 for the Advertising, Marketing and Promotion of the 2020 Rotary Parade of Lights.

COUNCIL GOAL: Enhance Quality of Life in McKinney

MEETING DATE: June 25, 2020

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 2020 Parade of Lights Event.
- Event date is December 12, 2020 and will take place 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 \$75,000.
- The Rotary Club Foundation received a Promotional and Community Event grant in the amount of \$6,000 in FY 19 Cycle II for advertising and promotion of the 2019 Parade of Lights.

SUPPORTING MATERIALS:

[Application Packet](#)

Presentation