

# CITY OF MCKINNEY, TEXAS

## Legislation Details (With Text)

**File #:** 17-656 **Name:** Rotary Club (P&C #17-10)  
**Type:** Agenda Item **Status:** Discussion Item  
**In control:** McKinney Community Development Corporation  
**On agenda:** 6/29/2017 **Final action:**  
**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  
**Indexes:**  
**Attachments:** 1. Application

Date	Ver.	Action By	Action	Result
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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.