

# Promotional and Community Event Grant Application

McKinney Community Development Corporation FY 2026

## MCDC Mission

Staying true to voter intent, we work proactively, in partnership with others, to promote and fund community, cultural, and economic development projects that maintain and enhance the quality of life in McKinney.

## Important Information

- Please read the McKinney Community Development Corporation [Grant Guidelines](#) before completing this application.
- The Grant Guidelines are available at [McKinneyCDC.org](#) or by emailing [Info@McKinneyCDC.org](mailto:Info@McKinneyCDC.org).
- If you are interested in a preliminary review of your grant request or event idea, please [complete and submit the online Letter of Inquiry](#).
- **Applications must be submitted via online form and must be submitted no later than 5 p.m. on the deadline date.**

**All applicants must submit a complete application with the following attachments and required information as detailed throughout the application to ensure Board consideration for funding.**

- Detailed event description
  - Comprehensive narrative that includes event mission, goals, planning and execution timeline;
  - Planned activities pre-event and during event;
  - History of past or similar events;
  - Event budget (fundraising goals, projected revenue, funding sources);
  - Ticket price(s). (At least one category of ticket must be \$35 or under.)
  - Safety/security plan, parking/traffic management plan, weather contingency, event staffing plan.
- Target audience – Please include data from previous events if available.
  - Attendance projections (include how your calculations were made);
  - Target audience including demographics (families, young adults, seniors, all ages, ethnicity) as well as diversity of interests (arts, culture, recreation, sports, shopping, etc.);
  - Geographic reach (goal for attendees from outside of McKinney, estimated travel distance).
- Community and economic impact
  - Describe how your event will showcase McKinney for tourism and economic development for residents and visitors (shopping and dining in McKinney, hotel stays, participation in other McKinney activities).
- Marketing and promotional plan

Detailed and itemized plan and promotional budget - include strategies and channels (print ads, press releases, digital ads, social media, radio, posters, flyers, yard signs, articles, etc.);

- Social media followship and website data if available.
- Financial viability of organization (Please provide the following documentation)
  - Verification of organization's status (IRS letter of determination, W9);
  - Most recent two years of financial statements including organization's budget and profit/loss statements (audited preferred or written explanation if audit not available);

## Promotional and Community Event Grant Calendar

To ensure timely and effective use of promotional grant funds, we recommend event(s) are scheduled to occur at least 4-6 months after the award notification date(s).

### Cycle I

- Application Deadline: Nov. 28, 2025
- Presentation to MCDC Board: Dec. 18, 2025
- Board Vote and Award Notification: Jan. 22, 2026

### Cycle II

- Application Deadline: May 30, 2026
- Presentation to MCDC Board: June 25, 2026
- Board Vote and Award Notification: July 23, 2026

<b>Organization Name</b>	Parade Chair – 2026 McKinney Rotary Parade of Lights-Rotary Club of McKinney
<b>CEO / Executive Director</b>	Anca Wetegrove Parade Of Lights Chair
<b>Incorporation Date</b>	Wednesday, January 1, 1919
<b>Mailing Address</b>	mckinneyparadeoflights@gmail.com, Rick's Chops House Mckinney , Texas, 75071
<b>Phone Number</b>	(214) 235-2225
<b>Email</b>	mckinneyparadeoflights@gmail.com
<b>Website</b>	<a href="https://mckinneyrotary.org/events/2025-parade-of-lights/">https://mckinneyrotary.org/events/2025-parade-of-lights/</a>
<b>Social Media</b>	Parade of Lights

**Please provide a detailed narrative about your organization including year established, mission, goals, scope of services, staff, successes, contribution to community, etc.**

Organization Narrative

Founded in 1919, the McKinney Rotary Club has served the community for more than a century and remains one of McKinney's longest-standing civic and service organizations. Guided by Rotary International's principle of "Service Above Self," the organization brings together approximately 80 active members dedicated to improving the quality of life for residents through volunteerism, charitable giving, youth support, community partnerships, leadership development, and public service initiatives.

The McKinney Rotary Club operates as a 501(c)(3) organization through its charitable foundation, supporting grant giving, scholarships, community programs, and service projects throughout McKinney and surrounding communities.

The mission of the organization is to serve the community through meaningful partnerships, charitable investment, leadership, and programs that create lasting social impact. The Club works to strengthen the community through educational opportunities, youth development, economic support, civic engagement, and charitable outreach.

The organization's goals include:

- Supporting educational opportunities and student success through scholarships and youth programs
- Investing in charitable initiatives that improve quality of life
- Encouraging volunteerism and community leadership
- Building partnerships with local organizations and nonprofits
- Supporting projects that strengthen McKinney's economic and community development efforts
- Creating events and programs that bring residents and visitors together

The McKinney Rotary Club has provided multiple scholarships over the years to support local students and educational advancement. In addition, the organization supports numerous nonprofit and community partners throughout the year, selecting and assisting different organizations monthly based on community need.

Organizations supported have included:

- Grace to Change
- Hugs Café
- The Heard Natural Science Museum & Wildlife Sanctuary
- Meals on Wheels
- Direction 61:3
- Additional nonprofit, educational, and community organizations serving McKinney residents

One of the Club's most significant community investments has been its partnership with Direction 61:3, a faith-based organization dedicated to helping youth transition from foster care into society as successful and independent adults. The McKinney Rotary Club participated in supporting a capital initiative that contributed more than \$100,000 toward the development of a new residential home and support environment for young adults aging out of foster care.

The organization's impact extends beyond charitable giving through volunteer service, fundraising initiatives, youth mentorship, community events, and civic leadership. Among its signature events is the McKinney Rotary Parade of Lights, one of McKinney's premier holiday traditions held in Historic Downtown McKinney. The event now attracts more than 40,000 attendees, creating opportunities for tourism, increased visitor engagement, support for local businesses, and economic activity throughout downtown McKinney.

For more than 100 years, the McKinney Rotary Club has remained committed to enhancing the quality of life for residents while strengthening community partnerships and supporting the continued growth and success of McKinney.

## Select One

Nonprofit 501(c)3 (Attach copy of IRS Determination Letter)

**Is the representative information same as above?**

**Is the contact for communications between MCDC and the organization same as above?**

**Total Amount Requested** 15,000

**Are matching funds available?**

**Have you received or will funding be requested from any other City of McKinney entity (e.g. Visit McKinney, Arts Commission, City of McKinney Community Support Grant)?**

**If applicable, please indicate the name of the events, year(s) and amount(s) of MCDC funding received in the past five years.** Mckinney Parade of Lights

Information about the promotional / community event for which you are seeking funding.

**Date(s) of Event** 12.12.2026

**Location(s)** Downtown Mckinney

**Ticket Prices**

No Tickets

**Is this the first time for this event?**

**If not, what is the history for the event (beginning in what year and how often is it held)?**

The McKinney Rotary Parade of Lights has been a cherished holiday tradition in the community for 26 years and is held annually each December in Historic Downtown McKinney. Organized and hosted by the McKinney Rotary Club, the event has grown into one of the city's signature holiday celebrations, bringing together residents, visitors, businesses, schools, community organizations, and sponsors in a festive downtown setting.

Over the past 26 years, the Parade of Lights has evolved from a local community parade into a major regional event that attracts visitors from McKinney and surrounding North Texas communities. The event continues to expand in attendance, community engagement, and tourism impact each year.

The parade features illuminated floats, community entries, local organizations, businesses, holiday performances, entertainment, and seasonal activities that showcase the unique character and charm of Historic Downtown McKinney.

Attendance has experienced significant growth, with recent participation exceeding 40,000 attendees, demonstrating strong community support and increasing regional interest in the event.

The Parade of Lights serves as an important tourism and economic driver by encouraging visitors to experience Historic Downtown McKinney, support local retailers, dine at area restaurants, and participate in additional holiday activities before and after the event.

The McKinney Rotary Club continues to enhance the event through expanded marketing initiatives, community partnerships, volunteer involvement, and regional outreach efforts designed to position McKinney as a premier holiday destination in North Texas.

**How does event showcase McKinney for tourism and/or business development?**

The 2026 McKinney Rotary Parade of Lights showcases McKinney as a premier holiday destination by attracting residents and visitors to Historic Downtown McKinney, one of the city’s most recognizable tourism and entertainment districts.

Over the past 26 years, the event has grown into a major regional holiday attraction and now draws more than 40,000 attendees, including visitors from neighboring communities throughout North Texas. The 2026 marketing strategy is designed to expand outreach beyond McKinney to attract additional visitors from Allen, Frisco, Prosper, Celina, Melissa, Anna, Princeton, Plano, Fairview, Lucas, Farmersville, and surrounding areas.

The event promotes tourism by encouraging visitors to spend additional time in McKinney before and after the parade experience. Attendees are encouraged to explore Historic Downtown McKinney, visit local retailers and boutiques, dine at downtown restaurants and cafés, participate in holiday shopping, and enjoy other seasonal activities offered throughout the city.

The Parade of Lights supports business development by increasing visitor traffic and exposure for local businesses during the holiday season, one of the most important retail periods of the year. Increased attendance creates opportunities for:

- Additional customer traffic for downtown retailers and specialty shops
- Increased restaurant and café activity
- Greater visibility for local businesses and sponsors
- Holiday shopping opportunities
- Visitor engagement with additional McKinney attractions and events
- Increased local spending and economic activity

The event also strengthens McKinney’s identity as a family-friendly destination and enhances community pride while supporting tourism, economic development, and quality-of-life initiatives.

Through expanded regional marketing, digital advertising, community outreach, and tourism-focused messaging, the 2026 Parade of Lights will continue positioning McKinney as one of North Texas’ premier holiday destinations.

**Does the event support a non-profit (other than applicant)?**

**What percentage of revenue will be donated (indicate gross or net)?** 100%

**Expected total attendance and how calculations were made.** 40k PLUS

**Expected percentage of attendees coming from outside of McKinney.** 35%–40%

**Total attendance from previous event(s) (if applicable)**

65 \_\_\_\_\_ of attendees from McKinney at the previous event.  
**percentage**

35 \_\_\_\_\_ of attendees from outside of McKinney at the previous event.

**percentage**

**Geographic Reach (estimated travel distance)** 20 plus miles

Describe the TARGET AUDIENCE to include:

- Demographics (i.e. families, young adults, seniors, all ages, ethnic diversity)
- Diversity of interests (i.e. arts, culture, recreation, sports, shopping, etc.)

**Target Audience**

The McKinney Rotary Parade of Lights is designed as an inclusive, family-friendly holiday event that serves residents and visitors of all ages and backgrounds while promoting tourism and community engagement in Historic Downtown McKinney.

**Demographics**

The event attracts a broad and diverse audience including:

- Families with children and multigenerational households
- Young adults and professionals
- Teens and students
- Seniors and retirees
- Residents of McKinney and visitors from surrounding North Texas communities
- Diverse cultural and ethnic populations represented throughout the region

The Parade of Lights is intended to be accessible and welcoming to all community members and visitors, offering a free public event that encourages participation across age groups and backgrounds.

**Diversity of Interests**

The event appeals to a wide variety of interests including:

- Holiday entertainment and community celebrations
- Arts and cultural experiences
- Family recreation and seasonal activities
- Local shopping and holiday retail experiences
- Dining and culinary experiences in Historic Downtown McKinney
- Community involvement and civic participation
- Tourism and destination experiences
- Small business support and local vendor engagement
- Seasonal attractions and historic downtown activities

The event creates opportunities for attendees to experience the unique character of Historic Downtown McKinney while supporting local businesses, restaurants, retailers, entertainment venues, and community organizations.

Because the event attracts more than 40,000 attendees, it serves as both a community celebration and a regional tourism attraction that appeals to residents and visitors with diverse interests and backgrounds.

**FINANCIAL GOALS FOR EVENT OF PROMOTIONAL / COMMUNITY EVENT**

**Gross Revenue** \$67,000

**Projected Expenses** 25,000

**Net Revenue** 42,000

Please provide funding sources and dollar amounts associated with each of the following.

**Sponsorship Revenue** 52,000

**Registration Fees** 0

**Donations** 0

**Other (raffle, auction, etc.)** 10,000

**Net Revenue** 57,000

**Metrics to evaluate success of event. Outline the metrics that will be used to evaluate success of the proposed event (attendance, reach from across targeted audiences, funds raised, tickets sold, etc). If funding is awarded, a final report will be required summarizing success in achieving objectives outlined for the event.**

The success of the 2026 McKinney Rotary Parade of Lights will be evaluated using attendance data, tourism reach, community participation, economic impact indicators, fundraising performance, marketing analytics, and engagement metrics.

#### Attendance & Participation Metrics

Target attendance of 40,000–45,000 attendees

Measure community participation through parade entries, volunteers, sponsors, and organizational involvement

Track growth compared to previous years

Monitor attendance throughout Historic Downtown McKinney and parade route viewing areas

#### Tourism & Regional Reach Metrics

Increase attendance from outside McKinney with a target of 35–40% regional visitors

Evaluate visitor reach through digital advertising analytics and geographic targeting reports

Measure engagement from surrounding communities including Allen, Frisco, Prosper, Celina, Melissa, Anna, Princeton, Plano, Fairview, Lucas, Farmersville, and other North Texas markets

Track website traffic, event page visits, and social engagement originating outside McKinney

#### Marketing & Promotional Metrics

Digital advertising impressions and reach

Social media performance, including views, shares, comments, saves, engagement, and follower growth

Performance of Facebook, Instagram, Nextdoor, website traffic, and online promotions

Distribution totals for promotional materials, banners, flyers, and community outreach campaigns

Media mentions, articles, print placements, and publicity coverage

#### Economic & Community Impact Metrics

Increased visitor activity within Historic Downtown McKinney

Engagement with local retailers, restaurants, cafés, and seasonal businesses

Participation by sponsors and local organizations

Visibility and promotion of McKinney as a holiday destination

Community feedback and business observations regarding event traffic and economic activity

#### Fundraising & Financial Metrics

Sponsorship participation and revenue performance  
Community donations  
Merchandise sales, including limited-edition holiday items such as commemorative ornaments, apparel, mugs, and promotional merchandise  
Net proceeds available for scholarships, charitable giving, youth initiatives, and community programs supported by the McKinney Rotary Club

Community Success:

Volunteer participation and retention  
Community partner involvement  
Positive attendee experience  
Growth in regional recognition of the event  
Continued expansion of the Parade of Lights as one of McKinney's signature holiday events

Following the event, a final report will summarize performance results, attendance, tourism reach, marketing outcomes, financial results, and overall success in achieving the event's objectives.

Provide a comprehensive narrative that includes:

- Mission, goals, planning and execution timeline
- Planned activities (pre-event and during event)
- History of past or similar events
- Safety/security plan, parking/traffic management plan, weather contingency, event staffing plan

The 2026 McKinney Rotary Parade of Lights will celebrate its 27th year as one of McKinney's signature holiday events and one of the largest community celebrations held in Historic Downtown McKinney.

The mission of the event is to create a family-friendly holiday experience that enhances community pride, promotes tourism, supports local businesses, and showcases Historic Downtown McKinney as a premier destination during the holiday season while generating proceeds that support scholarships, charitable initiatives, youth programs, and community outreach efforts led by the McKinney Rotary Club.

The goal for 2026 is to continue expanding the event's regional reach while increasing attendance, visitor engagement, tourism activity, and economic impact for downtown retailers and restaurants.

2026 Theme: "Around the World in Lights"

The 2026 Parade of Lights invites the entire community to travel the world without leaving McKinney. Parade entries, floats, community groups, schools, businesses, and organizations will be encouraged to draw inspiration from countries, cultures, landmarks, traditions, and destinations from around the globe.

From the Eiffel Tower of Paris to the streets of Tokyo, from the beaches of Australia to the heart of Historic Downtown McKinney, the parade will bring global cultures together through illuminated displays, creativity, music, costumes, and themed presentations.

This year's event is expected to be one of the most creative and visually engaging productions in the event's history.

Planning and Execution Timeline

Planning activities begin immediately following grant approvals and continue through event execution.

July – August 2026

Finalize sponsorship packages and fundraising activities  
Begin event planning meetings and committee assignments  
Confirm parade route and city coordination

September – October 2026

Launch sponsorship outreach  
Begin marketing development and promotional asset creation  
Coordinate float registrations and community participation

November 2026

Launch regional marketing campaign  
Install promotional signage and banners  
Expand digital outreach and media promotion

December 2026

Final event logistics and volunteer coordination  
Execute Parade of Lights event  
Collect attendance, participation, marketing, and impact data  
Planned Activities

Pre-event activities include:

Regional digital advertising campaigns  
Social media promotion  
Community outreach  
Sponsorship engagement  
Float registrations  
Promotional signage and banner installations  
Merchandise campaign including commemorative ornaments and holiday items

Event-day activities include:

Illuminated parade entries  
Community organization participation  
School groups and local businesses  
Holiday entertainment  
Visitor engagement activities  
Downtown shopping and dining experiences  
Event History

The McKinney Rotary Parade of Lights has been held annually for 27 years and has grown into a regional holiday attraction drawing more than 40,000 attendees each year.

Safety, Traffic, Weather, and Staffing Plan

Safety planning will be coordinated with the City of McKinney Police Department, public safety officials, event volunteers, and Rotary leadership.

Traffic management and crowd operations will include:

Road closures and traffic control coordination  
Crowd monitoring  
Emergency access routes  
Parking management plans  
Volunteer deployment

The event is primarily volunteer-driven and supported by McKinney Rotary members, committee leaders, community volunteers, city partners, and event participants.

Weather contingency plans include communication protocols, event coordination procedures, and emergency response planning in partnership with city departments if severe weather conditions occur.

**Describe how your event will showcase McKinney for tourism and economic development for residents and visitors (shopping and dining in McKinney, hotel stays, participation in other McKinney activities, etc.)**

Tourism and Economic Development Impact

The 2026 McKinney Rotary Parade of Lights serves as one of McKinney's premier holiday events and showcases the city as a regional destination for residents and visitors throughout North Texas. Held in Historic Downtown McKinney, the event attracts more than 40,000 attendees and creates significant opportunities for tourism, visitor spending, local business engagement, and community participation.

The event encourages visitors to experience McKinney beyond the parade itself by promoting shopping, dining, entertainment, and seasonal activities before and after the event. Attendees are encouraged to arrive early and remain in the downtown district to explore local boutiques, specialty retailers, restaurants, cafés, entertainment venues, and holiday attractions.

The 2026 marketing strategy is designed to expand promotion beyond McKinney and increase attendance from surrounding communities including Allen, Frisco, Prosper, Celina, Melissa, Anna, Princeton, Plano, Fairview, Lucas, Farmersville, and surrounding North Texas markets.

Expected tourism and economic benefits include:

- Increased customer traffic for Historic Downtown retailers and small businesses
- Increased dining activity at local restaurants, cafés, bakeries, and specialty food venues
- Holiday shopping activity supporting local merchants during one of the busiest retail seasons of the year
- Increased exposure for local businesses participating in the event
- Additional visitor participation in other McKinney attractions, seasonal activities, and downtown experiences
- Potential overnight stays for visitors traveling from outside the immediate area
- Increased awareness of McKinney as a holiday and tourism destination

The event also supports economic development by increasing visibility for McKinney businesses, encouraging local spending, strengthening community partnerships, and enhancing the city's reputation as a family-friendly destination.

The 2026 theme, "Around the World in Lights," will further expand the visitor experience by creating a unique and visually engaging attraction that encourages repeat attendance, social media sharing, regional interest, and destination marketing opportunities.

Through expanded marketing, regional advertising, community partnerships, and tourism-focused outreach, the Parade of Lights will continue to strengthen McKinney's position as one of North Texas' most recognized holiday events while supporting economic activity and quality-of-life initiatives throughout the community.

**Provide a detailed and itemized promotional plan and budget for the event(s). Plan should include promotional channels (print ads including publication names, social media, radio, posters, flyers, yard signs, etc.)**

Promotional Channel	Budget
Regional Digital Advertising Campaign – Facebook, Instagram, Meta Ads targeting McKinney, Allen, Frisco, Prosper, Celina, Melissa, Anna, Princeton, Plano, Fairview, Lucas and surrounding North Texas markets	\$4,000
Geo-targeted Digital Ads and Retargeting Campaign promoting Historic Downtown shopping, dining, holiday experiences and tourism	\$1,500
Print Advertising – Community Impact, local newspapers, holiday publications and editorial placements	\$1,800
Community Promotional Flyers distributed through schools, businesses, churches, HOA communications and local partners	1,200
Downtown Promotional Banners for Historic Downtown McKinney and event visibility	\$1,800
Promotional Yard Signs and Directional Event Signage (subject to MCDC approval)	\$1,200
Graphic Design, Print Production and Marketing Asset Development	\$1,000
Social Media Content Development, Campaign Graphics and Engagement Assets	\$1,000

Promotional Channel	Budget
Media Outreach and Expanded Regional Exposure	\$1,000
Contingency / Additional Promotional Placement	\$500

**Event Marketing Plan and Budget Attachment**



**Total Promotional Budget** \$15,000

**Does your marketing plan include components specifically designed to promote your event(s) within the ethnically diverse communities that call McKinney home? Please share details.** no

**What percentage of the total marketing budget does the grant represent?** 0

**Marketing lessons learned from past events (if applicable).**

Previous Parade of Lights events demonstrated strong community participation and attendance growth; however, several opportunities for improvement were identified as the event continued to expand and attract regional audiences.

One of the primary lessons learned was the need for expanded marketing reach beyond McKinney to increase tourism participation and attract visitors from surrounding communities. Past efforts relied heavily on local awareness, organic social media engagement, and community recognition. The 2026 strategy expands this approach by introducing broader regional promotion, targeted advertising, and tourism-focused outreach.

Additional lessons learned include:

- Increased need for stronger regional awareness campaigns
- Expanded use of digital advertising and geo-targeted marketing
- Greater emphasis on promoting Historic Downtown McKinney shopping and dining experiences
- Earlier marketing launch schedules to build anticipation
- Increased visibility through banners, flyers, promotional signage, and community distribution
- Development of commemorative merchandise and branded event experiences

The organization also identified the need to modernize and strengthen the event’s visual identity. The 2026 Parade of Lights campaign will introduce a more refined and consistent branding strategy with clearer messaging, updated graphics, improved promotional materials, and stronger event recognition across print and digital platforms.

These improvements are intended to support continued attendance growth, strengthen tourism impact, and position the Parade of Lights as one of North Texas’ premier holiday events.

**If applicable, please include examples of past marketing efforts (screen shots of ads, posters, social posts, radio text, etc.)**

Past marketing examples including event posters, social media campaigns, promotional graphics, print advertisements, flyers, and community outreach materials are available. Historical records are currently being compiled and may be provided upon request or included as supplemental documentation if needed during the review process.

**Metrics to evaluate success of marketing/promotional plan: Outline the metrics that will be used to evaluate overall success of the executed promotional plan. If funding is awarded, this should be included in the final report. (success in reaching new audiences, social media data, website analytics, etc).**

The success of the marketing and promotional plan for the 2026 McKinney Rotary Parade of Lights will be evaluated using attendance growth, regional reach, digital performance metrics, tourism engagement, and community participation indicators.

The primary goal of the promotional campaign is to increase awareness beyond McKinney and expand attendance from neighboring communities while promoting Historic Downtown McKinney as a holiday destination.

Marketing performance metrics will include:

Attendance and Audience Reach

Target attendance of 40,000–45,000 attendees  
Increase participation from outside McKinney with a target of 35–40% regional visitors  
Growth in attendance compared to previous years  
Geographic reach across North Texas communities

Digital Marketing Metrics

Social media reach, impressions, engagement, shares, saves, comments, and follower growth  
Performance analytics from Facebook, Instagram, Nextdoor, and digital campaigns  
Geo-targeted advertising performance  
Click-through rates and audience engagement

Website and Traffic Analytics

Website visits and event page traffic  
Referral sources and geographic visitor data  
Increase in online searches and event inquiries  
Visitor engagement with event information and promotional content

Promotional Material Distribution

Quantity and placement of flyers, banners, signage, and printed materials  
Community distribution through schools, businesses, churches, HOA communications, and partner organizations  
Media mentions and publication placements

Tourism and Economic Impact Indicators

Visitor participation from surrounding cities  
Increased visibility for Historic Downtown McKinney businesses  
Community engagement with local shopping and dining  
Social sharing and user-generated event content promoting McKinney

Fundraising and Brand Metrics

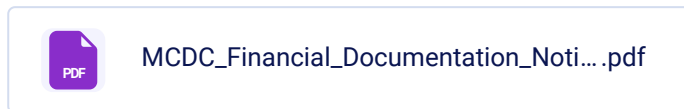
Sponsorship participation  
Merchandise performance including commemorative ornaments and branded items  
Growth in event recognition and community awareness  
Increased visibility of the Parade of Lights brand through improved marketing materials and updated event identity

All results will be documented and summarized in the final report submitted following completion of the event.

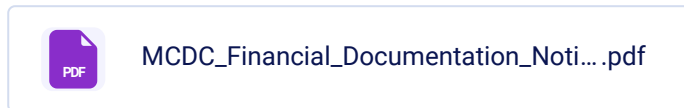
Please provide:

- Verification of organization's status (IRS letter of determination, W9, etc.)
- Most recent two years of financial statement including organization's budget and profit/loss statement (Audited is preferred or written explanation if audit not available.)

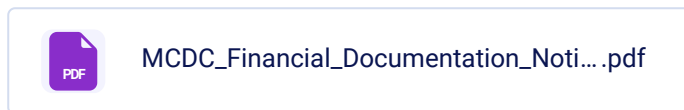
### **Budget**



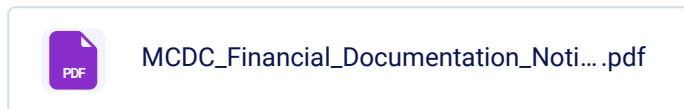
### **Financial Statements**



### **IRS Determination Letter (if applicable)**



### **W9**



**All Applicants must submit a complete application with the following attachments and required information as detailed throughout the application to ensure the Board consideration for funding**

### **Procedure**

Application completed and submitted prior to deadline (5:00 PM on deadline date)

Application Submitted via online form

### **Organization and Financial Information**

Completed all organizational information

Provided documentation of organization status (IRS letter, W9)

Two most recent years of financial statements (budget + profit & loss) (audited if available)

## Event Description

Missions, goals, execution timeline, programming/activities, budget

Event dates, times, and location(s)

Cultural or community relevance

Target audience (numbers, demographics, geographic reach, diversity, past data)

## Community & Economic Impact

Description of how the event promotes tourism and economic development

Economic impact projections

Benefits to McKinney residents and the community's quality of life

## Marketing & Promotional Plan

Itemized marketing plan and budget

List of marketing channels (print, digital, radio, social, etc.)

Promotional time

Social media engagement data and website analytics ( if available)

Completed applications that are eligible for consideration by MCDC will be presented to the board according to the schedule outlined on this application. Presentations will be limited to five (5) minutes, followed by time for questions from the Board. **Please be prepared to provide the information outlined below in your presentation:**

- Summary of organization and goals.
- Summary of event(s) to include dates, location, ticket prices, target audience, estimated attendance from within and outside of McKinney (and past attendance if applicable), event and pre-event activities, how event supports your organization's mission, non-profit beneficiary if applicable,
- Event logistics including timeline, safety/security, parking/traffic management
- How your event showcase McKinney for tourism and economic development
- Specific marketing plans for event(s) including promotional channels and budget for each.
- Past promotional success and lessons learned (if applicable).
- Percentage of total marketing budget that this grant application represents.
  
- The Promotional/Community Event for which financial assistance is sought will be administered by or under the supervision of the applying organization.
- All funds awarded will be used exclusively for advertising, marketing and promotion of the Promotional/Community event described in this application.

- Recognition to MCDC:
  - MCDC will be recognized in all marketing, advertising, outreach and public relations as a funder of the Promotional/Community Event. A logo will be provided by MCDC for inclusion on all advertising, marketing and promotional materials. Specifics for audio messaging will be agreed upon by applicant and MCDC and included in an executed performance agreement.
  - Grant recipients are encouraged to use graphics and text from the MCDC Grantee Toolkit (to be provided to all grant recipients) for posts/ads to help share how MCDC partners with your organization.
- The Organization officials who have signed the application are authorized by the organization to submit the application;
- Applicant will comply with the MCDC Grant Guidelines in executing the Promotional/Community Event for which funds were received.
- Applicant gives permission for the use of Board presentation images and other published event images on MCDC and City of McKinney website and social media content and print/digital publications.
- Applicant will provide a final report of the Promotional/Community Event(s) no later than 30 days following the completion of the Promotional/Community Event(s). Applicant may choose to use the [online form for Final Report](#) or email Final Report to [info@mckinneycdc.org](mailto:info@mckinneycdc.org). If emailed, Final Report may be in any format. All Final Reports should include:
  - narrative report on the event(s),
  - goals and objectives achieved based on performance metrics outlined in the application,
  - financial data (budget vs. actual expenses and revenues along with explanation for variances,
  - amount donated to charity (if applicable),
  - samples of marketing efforts (images of printed materials and ads, screenshots of website and online promotions),
  - statement/examples demonstrating how grant recipient promoted MCDC as a partner, and
  - photos and/or video of the event(s).
- Grant funding is provided on a reimbursement basis subsequent to submission of a reimbursement request, with copies of invoices and paid receipts for qualified expenses. Up to 20% of the grant awarded may be withheld until the **final report on the Promotional/Community Event is provided to MCDC.**
- Funds granted must be used within one year of the date the grant is approved by the MCDC board.

### Applicant Electronic Signature

**We certify that all figures, facts, and representations made in this application, including attachments, are true and correct to the best of our knowledge.**

Selecting this option indicates your agreement with the above statement.

**Chief Executive Officer**



**Date**

Sunday, May 24, 2026

## Representative Completing Application



### Date

Sunday, May 24, 2026

### Notes

- Incomplete applications or those received after the deadline will not be considered.
- A final report must be provided to MCDC within 30 days of the event / completion of the Promotional / Community Event.
- Final payment of funding awarded will be made upon receipt of final report.
- Please use the Final Report to report your results. A PDF version is also available.

# 2026 McKinney Rotary Parade of Lights

## Draft Marketing Budget for MCDC Promotional & Community Event Grant Review

Marketing Activity	Purpose	Estimated Cost
Regional Digital Advertising	Target surrounding cities and increase tourism traffic	\$4,000
Geo-targeted Ads	Promote downtown shopping and dining	\$1,500
Newspaper Advertising	Community Impact and local publications	\$1,800
Promotional Flyers	Schools, businesses, churches, HOA outreach	\$1,200
Downtown Banners	Historic Downtown visibility	\$1,800
Street / Yard Signs	Event awareness campaign	\$1,200
Graphic Design Production	Print and digital assets	\$1,000
Social Media Content	Campaign graphics and engagement	\$1,000
Media Outreach	Regional exposure	\$1,000
Contingency	Additional promotion	\$500
<b>TOTAL</b>		<b>\$15,000</b>

# McKinney Rotary Foundation

## Balance Sheet

As of June 30, 2025

	TOTAL
<b>ASSETS</b>	
Current Assets	
Bank Accounts	
1 Southstate Bank	
Checking	55,788.98
Global Grant, Designated	5,000.00
<b>Total 1 Southstate Bank</b>	<b>60,788.98</b>
2 Certificates of Deposit	
Certificate of Deposit 6 Mo MAT 8.21.2025	29,562.06
Southstate CD MAT 10.20.2026	28,892.43
<b>Total 2 Certificates of Deposit</b>	<b>58,454.49</b>
<b>Total Bank Accounts</b>	<b>\$119,243.47</b>
Other Current Assets	
A/R District 5810 Grant	2,156.00
Due from McKinney Rotary	-819.31
<b>Total Other Current Assets</b>	<b>\$1,336.69</b>
<b>Total Current Assets</b>	<b>\$120,580.16</b>
<b>TOTAL ASSETS</b>	<b>\$120,580.16</b>
<b>LIABILITIES AND EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	3,000.00
<b>Total Accounts Payable</b>	<b>\$3,000.00</b>
Other Current Liabilities	
Payable to Rotary Sunrise	410.00
<b>Total Other Current Liabilities</b>	<b>\$410.00</b>
<b>Total Current Liabilities</b>	<b>\$3,410.00</b>
Long-Term Liabilities	
Club Global Service Payable	5,000.00
<b>Total Long-Term Liabilities</b>	<b>\$5,000.00</b>
<b>Total Liabilities</b>	<b>\$8,410.00</b>
Equity	
Retained Earnings	176,939.93
Net Income	-64,769.77
<b>Total Equity</b>	<b>\$112,170.16</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$120,580.16</b>

# McKinney Rotary Foundation

## Profit and Loss

July 2024 - June 2025

	TOTAL
Income	
Big Wheel Donations	2,200.00
Contributions	6,897.50
District 5810 Grant Proceeds	2,156.00
Fund Raising	
Flag Leases	113,735.00
N. Texas Giving Day Proceeds	200.00
Parade of Lights	29,075.00
<b>Total Fund Raising</b>	<b>143,010.00</b>
Other Revenue	
Donations_Restricted	10,000.00
<b>Total Other Revenue</b>	<b>10,000.00</b>
<b>Total Income</b>	<b>\$164,263.50</b>
Expenses	
Bank Service Charges	30.00
Flag Related Expenses	
Bad Debt Expense	
Flag Accounting	610.00
Flag Administration	9,367.75
Flag Partners	26,884.00
Flag Prep	5,582.76
Flag Supplies	13,002.77
Sage Monthly Fees	5,220.11
<b>Total Flag Related Expenses</b>	<b>60,667.39</b>
Fund Raising Costs	
Parade of Lights Costs	13,578.01
<b>Total Fund Raising Costs</b>	<b>13,578.01</b>
Grants Funded	
District 5810 Grant	2,500.00
<b>Total Grants Funded</b>	<b>2,500.00</b>
Grants Funded, Community	26,580.00
Matching, Community	100,000.00
<b>Total Grants Funded, Community</b>	<b>126,580.00</b>
Grants Funded, Global - Designated	16,500.00
Grants Funded, Intl	
Shelter Box	1,500.00
<b>Total Grants Funded, Intl</b>	<b>1,500.00</b>
Meals and Entertainment	278.15
Office Supplies	266.41
Prepaid Expense	

# McKinney Rotary Foundation

## Profit and Loss

July 2024 - June 2025

	TOTAL
Professional Fees	
Accounting	450.00
<b>Total Professional Fees</b>	<b>450.00</b>
Rotary Big Wheel Expense	683.81
Youth Services	
Camp Ryla	3,980.00
Foreign Exchange Student	300.00
MEF Scholarships	4,500.00
Youth Leadership Expense	477.34
<b>Total Youth Services</b>	<b>9,257.34</b>
<b>Total Expenses</b>	<b>\$232,291.11</b>
NET OPERATING INCOME	<b>\$ -68,027.61</b>
Other Income	
Interest Income	3,257.84
<b>Total Other Income</b>	<b>\$3,257.84</b>
NET OTHER INCOME	<b>\$3,257.84</b>
NET INCOME	<b>\$ -64,769.77</b>

# McKinney Rotary Foundation

## Balance Sheet

As of June 30, 2024

	TOTAL
<b>ASSETS</b>	
Current Assets	
Bank Accounts	
1 Southstate Bank	
Checking	126,243.28
Global Grant, Designated	20,000.00
<b>Total 1 Southstate Bank</b>	<b>146,243.28</b>
2 Certificates of Deposit	
Certificate of Deposit 13 Mo MAT 1.8.2025	27,314.78
Certificate of Deposit 6 Mo MAT 8.21.2025	27,881.87
<b>Total 2 Certificates of Deposit</b>	<b>55,196.65</b>
<b>Total Bank Accounts</b>	<b>\$201,439.93</b>
<b>Total Current Assets</b>	<b>\$201,439.93</b>
<b>TOTAL ASSETS</b>	<b>\$201,439.93</b>
<b>LIABILITIES AND EQUITY</b>	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Deferred Income, Parade	4,500.00
<b>Total Other Current Liabilities</b>	<b>\$4,500.00</b>
<b>Total Current Liabilities</b>	<b>\$4,500.00</b>
Long-Term Liabilities	
Club Global Service Payable	20,000.00
<b>Total Long-Term Liabilities</b>	<b>\$20,000.00</b>
<b>Total Liabilities</b>	<b>\$24,500.00</b>
Equity	
Retained Earnings	151,731.04
Net Income	25,208.89
<b>Total Equity</b>	<b>\$176,939.93</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$201,439.93</b>

# McKinney Rotary Foundation

## Profit and Loss

July 2023 - June 2024

	TOTAL
Income	
Big Wheel Donations	1,745.00
Contributions	1,806.25
District 5810 Grant Proceeds	2,500.00
Dues	
Youth Leadership	1,150.00
<b>Total Dues</b>	<b>1,150.00</b>
Fund Raising	
Flag Leases	95,838.00
N. Texas Giving Day Proceeds	625.00
Parade of Lights	24,290.00
<b>Total Fund Raising</b>	<b>120,753.00</b>
Milstead Scholarship Received	1,500.00
Other Revenue	
April 2024 Bucket/Serenity High (deleted)	330.85
August 2023 Bucket/YMCA (deleted)	308.00
Dec. 2023 Bucket (deleted)	218.00
Feb. 2024 Bucket-La Tiendita (deleted)	176.00
Jan. 2024 Bucket/Streetside Sho	219.00
July 2023 Bucket (deleted)	362.00
June 24 - Meals on Wheels (deleted)	315.00
Lottery Income	652.00
Mar. 2024 Bucket-Hugs Cafe (deleted)	221.00
May 2024 Bucket-Patriot Paws (deleted)	712.00
Nov. 2023 Bucket/ManeGait (deleted)	131.00
Oct. 2023 Bucket-Adam's Animals (deleted)	746.00
Sept. 2023 Bucket/McKinney Phil (deleted)	241.00
Youth Leadership Program	100.00
<b>Total Other Revenue</b>	<b>4,731.85</b>
<b>Total Income</b>	<b>\$134,186.10</b>
Expenses	
Flag Related Expenses	
Advertising	829.86
Flag Accounting	2,150.00
Flag Administration	3,998.00
Flag Partners	14,118.00
Flag Postage	572.50
Flag Prep	4,299.74
Flag Purchases	12,572.71
Flag Storage	1,500.00
Flag Supplies	8,810.17

# McKinney Rotary Foundation

## Profit and Loss

July 2023 - June 2024

	TOTAL
Sage Monthly Fees	3,884.39
<b>Total Flag Related Expenses</b>	<b>52,735.37</b>
Fund Raising Costs	
Parade of Lights Costs	13,089.72
<b>Total Fund Raising Costs</b>	<b>13,089.72</b>
Grants Funded, Community	
Adam's Animals (deleted)	705.00
Blackland Prairie Raptor Center (deleted)	387.00
Boys & Girls Clubs of Collin Co (deleted)	1,500.00
Common Good Medical (deleted)	2,500.00
Community Garden Kitchen (deleted)	2,500.00
Community Lifeline Center (deleted)	3,362.00
Direction Sixty One Three (deleted)	2,500.00
Hugs Cafe (deleted)	221.00
La Tiendita (deleted)	176.00
Mane Gait (deleted)	131.00
McKinney Family YMCA (deleted)	308.00
McKinney Philharmonic (deleted)	241.00
Meals on Wheels (deleted)	315.00
Serenity High School (deleted)	330.85
Street Side Showers (deleted)	219.00
<b>Total Grants Funded, Community</b>	<b>15,395.85</b>
Grants Funded, Global - Designated	7,100.00
Grants Funded, Intl	
Polio Plus	1,000.00
Shelter Box	1,000.00
Waxahachie Rotary Global Grant	1,000.00
<b>Total Grants Funded, Intl</b>	<b>3,000.00</b>
Office Supplies	556.19
Professional Fees	
Accounting	3,800.00
<b>Total Professional Fees</b>	<b>3,800.00</b>
Rotary Big Wheel Expense	1,479.07
Website Costs	390.00
Youth Services	
4 Way Speech	1,000.00
Camp Ryla	3,100.00
Carey Cox Scholarship	500.00
Early B. Milstead Scholarship	1,500.00
Foreign Exchange Student	1,027.13
George Webb Scholarship Donatio	1,500.00

# McKinney Rotary Foundation

## Profit and Loss

July 2023 - June 2024

	TOTAL
John Gay Scholarship	1,500.00
Student of the Month	180.00
Youth Leadership Expense	2,455.24
<b>Total Youth Services</b>	<b>12,762.37</b>
<b>Total Expenses</b>	<b>\$110,308.57</b>
NET OPERATING INCOME	<b>\$23,877.53</b>
Other Income	
Interest Income	1,331.36
<b>Total Other Income</b>	<b>\$1,331.36</b>
NET OTHER INCOME	<b>\$1,331.36</b>
NET INCOME	<b>\$25,208.89</b>

## Request for Taxpayer Identification Number and Certification

Go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9) for instructions and the latest information.

**Give form to the  
 requester. Do not  
 send to the IRS.**

**Before you begin.** For guidance related to the purpose of Form W-9, see *Purpose of Form*, below.

<b>Print or type.</b> See <i>Specific Instructions</i> on page 3.	<p><b>1</b> Name of entity/individual. An entry is required. (For a sole proprietor or disregarded entity, enter the owner's name on line 1, and enter the business/disregarded entity's name on line 2.)</p> <p><b>McKinney Rotary Foundation</b></p> <p><b>2</b> Business name/disregarded entity name, if different from above.</p>		<p><b>4</b> Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):</p> <p>Exempt payee code (if any) _____</p> <p>Exemption from Foreign Account Tax Compliance Act (FATCA) reporting code (if any) _____</p> <p style="text-align: right;"><i>(Applies to accounts maintained outside the United States.)</i></p>
	<p><b>3a</b> Check the appropriate box for federal tax classification of the entity/individual whose name is entered on line 1. Check only <b>one</b> of the following seven boxes.</p> <p><input type="checkbox"/> Individual/sole proprietor    <input type="checkbox"/> C corporation    <input type="checkbox"/> S corporation    <input type="checkbox"/> Partnership    <input type="checkbox"/> Trust/estate</p> <p><input type="checkbox"/> LLC. Enter the tax classification (C = C corporation, S = S corporation, P = Partnership) . . . . . _____</p> <p><b>Note:</b> Check the "LLC" box above and, in the entry space, enter the appropriate code (C, S, or P) for the tax classification of the LLC, unless it is a disregarded entity. A disregarded entity should instead check the appropriate box for the tax classification of its owner.</p> <p><input checked="" type="checkbox"/> Other (see instructions) <u>501(c)(3)</u></p>		
	<p><b>3b</b> If on line 3a you checked "Partnership" or "Trust/estate," or checked "LLC" and entered "P" as its tax classification, and you are providing this form to a partnership, trust, or estate in which you have an ownership interest, check this box if you have any foreign partners, owners, or beneficiaries. See instructions . . . . . <input type="checkbox"/></p>		
	<p><b>5</b> Address (number, street, and apt. or suite no.). See instructions.</p> <p><b>PO Box 552</b></p>	<p>Requester's name and address (optional)</p>	
	<p><b>6</b> City, state, and ZIP code</p> <p><b>McKinney, TX 75070</b></p>		
	<p><b>7</b> List account number(s) here (optional)</p>		

**Part I Taxpayer Identification Number (TIN)**

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

**Note:** If the account is in more than one name, see the instructions for line 1. See also *What Name and Number To Give the Requester* for guidelines on whose number to enter.

<b>Social security number</b>									
<b>or</b>									
<b>Employer identification number</b>									
3	4	-	2	0	5	1	5	9	2

**Part II Certification**

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
- I am not subject to backup withholding because (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
- I am a U.S. citizen or other U.S. person (defined below); and
- The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

**Certification instructions.** You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and, generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

<b>Sign Here</b>	Signature of U.S. person	Date <u>6.9.2026</u>
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**General Instructions**

Section references are to the Internal Revenue Code unless otherwise noted.

**Future developments.** For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9).

**What's New**

Line 3a has been modified to clarify how a disregarded entity completes this line. An LLC that is a disregarded entity should check the appropriate box for the tax classification of its owner. Otherwise, it should check the "LLC" box and enter its appropriate tax classification.

**Purpose of Form**

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS is giving you this form because they